

AUTHOR & JOURNALIST

THE WRITER'S CHANCE
As Seen by Magazine Editors

Midyear Market Guide

A MUST FOR FICTION WRITERS:

Idea into Plot by WILFRED McCORMICK

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JULY, 1955

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What Chance Has the Freelancer?

Answers by Magazine Editors

FOR a writer of ability are the opportunities increasing, diminishing, or about stationary? *Author & Journalist* asked this question of representative editors in various fields.

In answering the question each editor has approached the subject from his own point of view. All reach approximately the same conclusion—a conclusion heartening to writers, we'll tell you in advance.

Each, however, has something of his own to say to you as a writer. No feature *Author & Journalist* has ever published is more helpful than these words from outstanding editors.

John J. O'Connell, Editor, *Cosmopolitan*:

It is my opinion that the opportunities for skilled writers are greater than they have ever been before. The onslaught of television has made good writing a premium in all fields. Writers are greater than they have ever been before. The onslaught of television has made good writing a premium in all fields. Writers who handle themselves well in both fiction and non-fiction are spread very thin between the written word and the spoken word.

There are, of course, innumerable hacks who make an occasional dollar out of writing because of the desperate need for material by magazines, newspapers, radio and television, but it has been my experience that good writers are scarcer right now than at any time since the end of World War II. One has only to look as far as the best-selling novels to see the appalling lack of quality writing.

I would certainly say that a writer of ability has a wide open field of opportunity.

Ben Hibbs, Editor, *The Saturday Evening Post*:

I believe the opportunities for young writers just beginning their careers are greater today than they were ten years ago.

My newspaper friends tell me that the job opportunities in that field have increased materially in recent years, due largely to the great expansion of newspaper editorial staffs. This, I am told, is particularly true in the small and medium-size dailies. And of course there is no better place for a young writer to start his career than on a good small daily paper.

Also, there has been a great increase in recent years in the job opportunities available on trade publications, house organs, and in the writing end of public relations work. Trade publications are another excellent beginning point for young writers and editors who aspire some day to land on the big magazines.

In the general magazine field—the national, mass circulation publications—the opportunities

seem to me about the same as they were, say, seven or eight years ago. At the end of World War II when paper became available again in unlimited quantities, most of the general magazines grew substantially in size—that is, in the number of pages per issue—and of course this meant more material and more opportunities for writers. Following this initial post-war expansion, however, there has been little further change in the situation.

During the past few years, some markets for writers have declined or disappeared—such as the reduction of *Collier's* to a biweekly status and the demise of a few weaker magazines. However, I'd guess that this loss is more than balanced by the appearance of several new publications such as *Holiday* and *Sports Illustrated*.

It seems to me that young writers of ability have every reason to look to the future with confidence.

Hugh Curtis, Editor, *Better Homes & Gardens*:

I am positive that opportunity is increasing for writers in the family magazine and how-to field. I do not know enough about the other magazines to hazard more than a guess; that guess would be that fiction opportunities are decreasing and general article opportunities—especially as they concern people and how people may help themselves—are increasing.

It is my belief that the poetry field is stationary. I do think that there is opportunity for writers of truly great verse copy with a homely moral.

You see—and as I have written you before—ours is a rather specialized field of helping people help themselves in every category of home living from the garden through the psyche. And I mean that latter. People seem to want as much help with their personal problems these days as they do in more physical fields. But, as a member of such a magazine staff, I must underline again that I am not qualified to speak for general-interest magazines, those of world comment, and so on.

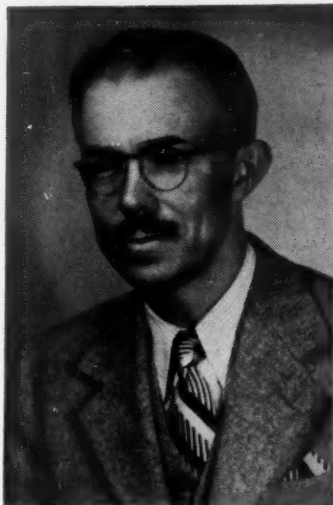
Cyrilly Abels, Managing Editor, *Mademoiselle*:

With the advent of such new media as *New World Writing*, *Discovery*, etc., young authors who might not have a chance to be published in the usual "quality" magazines have new places to send their manuscripts. It also seems to me, without taking statistical count, that more people are offering more prizes. Knopf, for one example. Also, of course, publishers have begun to publish "originals" in paper backs (Dell, Ballantine, Gold Medal); nothing eats up material faster than paperbacks (except television!) and this too should have its effect.

With more publishers and editors looking for new talent, those of who who have always en-

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couraged young talent are even more careful in screening manuscripts to watch for the smallest signs of writing ability so that we may encourage and perhaps work with someone who will develop and whom we will then be able to publish.

**William I. Nichols, Editor,
This Week Magazine:**

I think the best way to answer your question would be to put some energetic statistician on the job of computing how many total words in all media were produced by writers during the past year as compared with 1925 and 1900. Adding together the word production for books, plays, magazines, newspapers, radio television and motion pictures, I think the figures would prove that the demand for writing is far greater now than ever before. That, in itself, should be a challenge to young writers everywhere.

Certainly this is true in the field of Sunday magazines. A generation ago there was no such thing as the Sunday magazine in the modern sense of the word. Today Sunday magazines are distributed by 244 newspapers to a total unduplicated audience of 42,000,000 people.

**Robert O. Erisman, Editor
Stadium Publishing Corporation:**

You ask my estimate of the opportunities open today to the new writer of ability. . . . To my mind, they've never been better. This is a thing I've been noticing for a good while and have mentioned it in your columns before, but it seems to continue to be more and more true: the writer today can, more than ever before, write the story he's moved to write, and then try it on the whole field.

Editors, all kinds, have never had more flexible policies; have never been more on the lookout for the off-trail story; and a pulp editor is just as likely to take a given story as a literary editor, or vice versa. Which takes care of the writer's artistic yearnings.

On the commercial side I know of no better demonstration of what a new writer needs to be for success, and of what wide-open possibilities of success (even quick overnight success) await him, than the case of Evan Hunter (*The Blackboard Jungle* of course). He first of all worked from the beginning very hard. He would write quickly what an editor wanted when he wanted it; I've had him write a Western story for me on order one night, a war story the next night—"night" I say because he'd do this after a full office day. And for his big coup, he used a simple, sure-fire, wonderful formula: he thought up the very most timely subject, and he wrote a novel on it; fast, rather than beautifully; with vigor, rather than preciousness.

**Robert P. Crossley, Editorial Director,
Household and Capper's Farmer:**

I just returned from attending the educator-editors' conference in Washington, D. C. and I'll try to answer your questions in light of some of the things I heard there.

One thing that was emphasized at the meeting was the decline of magazine fiction. One editor cited the figures of how many of the important magazines have reduced the percentage of their book devotion to fiction. The only major exception was the *Ladies' Home Journal*. Bruce Gould was also on the panel and he defended fiction staunchly—the only editor to do so. He said that the *Journal* was publishing better fiction now than had ever been published in any magazine. He also said that the cheaper type of fiction that used to be published in many magazines is now finding its outlet on television. The general feeling at the meeting was that magazine fiction suffers more from the competition of television than do magazine articles.

The prospect for article writers still seems excellent. As most magazines publish less fiction, they publish more articles. "How-to" material is hot right now. A lot of magazines are trying to get into the "service" field, or at least partially into it. Many of the editors don't know much about it and they are pretty eager to buy anything that has a "how-to" slant. Even the *Saturday Evening Post* had some "how-to" foods pictures and recipes lately. Personally, I think that magazines may kill the goose that lays the golden egg if they wear the public out with "how-to" material. Any writer who wants to sell "how-to" articles has easier and more profitable sailing if he can take or supply good pictures to go with his text.

The educator-editors' conference wound up with a banquet at which the Benjamin Franklin Awards were handed out. It was interesting to me that a high percentage of the awards went to writers I'd never heard of for articles published in rather small magazines. Three of them went to writers whose winning articles appeared in the *Reporter*. The only winners whose names rang a bell with me—and I don't know them personally, although I am widely acquainted with magazine writers—were the Alsop brothers and Alan Paton. Paton's two-part feature in *Collier's* on the Negro in America was the only major magazine feature, I believe, to get an individual award. Oddly enough, none of the prolific, highly-paid article writers won a prize.

Douglas S. Kennedy, Editor, True:

As far as we're concerned, we believe that opportunities for young and able writers are definitely increasing. I can't speak for other magazines, but it seems to me that in the field of non-fiction especially things are looking better all the time.

**Charles Angoff, Executive Editor,
Mercury Publications:**

This seems to be the day of the fact writer, from one point of view. Magazines want articles rather than stories. And book publishers are more on the lookout for non-fiction books than for novels or collections of short stories or books of poems.

But unfortunately, there are few magazines now for the better fact writer than there used to be. A political writer 20 years ago had a choice of

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almost 25 good general magazines. Now he has a choice of about ten. Worse, the big-paying article magazines have stables of writers of their own, who are on retainers or who are editors, so that it's hard for the beginner to sell them an article. Still worse, many article writers nowadays have to write their stuff anonymously—and that, to my orthodox eyes, is most deplorable to any writer with self-respect.

Another sad aspect of the present fact-writing world is the lack of personality in it: so many magazines nowadays tell their writers to "let facts tell their own story." They abhor adjectives and "soul-searching." They detest "fancy" writing. They want bare writing, bony verbs, hard and short sentences.

Altogether, this is the day of the article writer, as I have said, but he has less chance than his predecessor of a generation ago used to have to be himself now. And yet, if he really insists on being himself at the same time that he is objective, he can make his way, even now. There are still some very good general magazines around, and the mass circulation magazines, fortunately, are now printing more and better articles than they used to when I was younger. Still better, the editors of the mass circulation magazines, even and perhaps especially the women's magazines, are on the lookout for fresh young talent.

Fiction nowadays is in quite a mess, and I am sorry for the beginning writer, particularly the one who aims to write quality fiction. The number of quality magazines nowadays is now very small, as compared to what it was years ago. Those that remain of that glorious company—well, some of them print feeble stories, and most of them now and then print only one story, or none at all.

Is the fiction field, then, hopeless? No, I don't think so. A really good story will get published somewhere. It may even get published in a big circulation magazine, say, in *Harper's Bazaar* or *Mademoiselle* or *Collier's*. I have seen excellent stories in them, far better than some which have appeared in the *Atlantic* or *Harper's*.

The same with novels. There is considerable allergy to novels in book publishers' offices, but a really first-rate novel will soon or late get a publisher.

So, it's the old, old story, in both non-fiction and fiction: if you are truly sincere in your desire to

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be a writer, realize the difficulties in the way (there are always difficulties of one sort or another) and then go ahead just the same, firm in the conviction that, full of sin and corruption as this world is, quality in the end does come out on top.

**Andre Fontaine, Editor,
Bluebook Magazine:**

Your question is provocative. I think that unquestionably opportunities are increasing for writers of ability. Simply because the number of possible outlets for his skill is increasing. So that today the writer, after he gets his basic ground-work, can capitalize on whatever particular bent he has. It may be advertising copy, slick fiction, radio plays, magazine articles, or public relations.

I am also impressed by the number of people now writing who don't know how. Any freelance who has made a living at it very long will tell you it's an extremely demanding life. It requires self-disciplines that I never even knew existed before I tried it.

So, while the opportunities are expanding, the requirements of the craft are just as high as they ever were, and a man of ability cannot succeed simply because he wants to.

Frank Rasky, Editor, Liberty:

For a writer of ability beginning his career, the opportunities in fiction are decreasing, but the opportunities in writing non-fiction are increasing one hundredfold.

I was quite aware of this trend when I was a freelance magazine writer, only a year ago. Now, as editor of *Liberty* magazine, I am increasingly aware of this slow revolution.

I am sure many of your readers will recall the time when people bought a magazine because of the name of a fiction writer. Nowadays, a magazine certainly loves to buy name authors writing fiction, but the lure does not have its old appeal.

As a matter of fact, the growth and popularity of non-fiction is reflected in the tendency of magazines to use first-person byline articles by celebrities, like Bing Crosby, Bob Hope, Groucho Marx, Ethel Merman, Eddie Fisher, all purportedly revealing the high spots of their lives.

I know that on *Liberty* magazine, we have found our readers increasingly wanting more non-fiction, and not written in the vast length of years of yore. The *Magazine* and *Reader's Digests* showed that the mass of people mistake knowledge for education, and they will read an article with the hope of compensating for their half education.

Nowadays, a writer must use all the techniques of fiction—narrative, drama, dialogue—and thus is capable of informing while entertaining his readers.

Certainly, if a young writer were to come to me and ask my advice, I would say, "My boy, ditch that fiction; dive right into non-fiction. You'll wind up with a pot of gold sooner."

The discussion by editors will continue in the August Author & Journalist. Frederic Birmingham, editor of Esquire; Ralph Allen, editor of Maclean's; and other noted editors will present their views.

July, 1955

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Question:

What all-fiction group bought five times as many first stories in the first six months of 1955 as in any previous equivalent period of its 22-year publishing history?

(answer on page 33)

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Your Current Sales Prospects

YOU need no crystal ball or ouija board to visualize the opportunities of the freelance writer for the final half of 1955. Anyone who is in constant correspondence with editors and writers the country over—as *Author & Journalist* is—knows that the first half of this year has been exceptionally good for the writer prepared to produce in line with market demands.

These demands give every promise of continuing.

Rate paid to writers will average higher. Hardly in the mass circulation magazines, many of which already start at around \$800 per story or article. These will remain about the same though they are prepared to bid far higher for material they feel will increase newsstand sales.

Many smaller magazines, paying mostly so much per word, are increasing their rates 20-100 per cent.

The number of new magazines is limited, as has been the case for years because of the capital necessary to put over a new publication.

The new entries are in specialized fields. Writers of the sophisticated informal essay, dependent for its appeal largely on style, have long complained of the scarcity of markets for their product. They will be interested in the very high-paying *Playboy* and to some extent in *Swank Magazine*, the initial issue of which will appear shortly. Both of these magazines buy fiction also.

Parents' Institute has introduced two new publications, *Baby Care Manual*, quarterly, and *Your New Baby*, monthly—both give-aways, the former to new mothers through hospitals, the latter through diaper services and infant wear departments of stores.

Other publications newly listed in the Handy Market List include *American Rod & Gun*, *Outdoor Life*, *Bare* (largely exposé), *Popular Medicine*, *Hunting Adventures*. The appeal of these is largely masculine, in line with the growing popularity of men's magazines.

Counterbalancing the new magazines are several mergers. *Journal of Living* and *Lifetime Living*, directed to middle-aged and older people, have joined under the title of *Journal of Lifetime Living*.

Thrilling Love Magazine and *Popular Love* are now combined with *Exciting Love*. *Fantastic Story Magazine* and *Thrilling Wonder Stories* have merged with *Startling Stories* in the science fiction field.

In general the pulp magazines are continuing to diminish in number. A number of titles have been dropped, at least temporarily, and others are out of the market for manuscripts for the rest of the year. On the other hand, at least one chain—Stadium—announces it is buying an exceptional amount of material from new writers with fresh points of view.

Just as this issue goes to press comes announcement of the sale of *Better Farming* (until recently the *Country Gentleman*) to the *Farm Journal*. This brings together the two oldest and biggest national farm publications. The former was founded in 1845, the latter in 1877. The *Farm Journal* will now have no competition as an agricultural publication of completely national mass circulation.

Business (trade) journals are prosperous as they always are in times of booming industry. They are buying constantly more material from qualified freelance writers. Though they customarily list low rates, they pay much more for outstanding well-illustrated articles.

What is the outlook for specific classifications of writing?

The market for fiction promises to remain substantially unchanged for the next six months. Some magazines report heavy inventories of accepted stories, but most of these are ready to buy anything fresh and outstanding. The only magazine announcing discontinuance of fiction is *Charm*, directed to young business women. *Vogue*, also in the women's field, has dropped its no-fiction policy and will buy a limited number of stories of high literary quality.

Practically all editors mention a shortage of first-class fiction, a surplus of run-of-the-mill fiction. Many professionals are devoting their efforts to television and are not submitting much magazine copy. This offers an unusual chance for new writers who can produce outstanding stories.

In line with increased education and broader interests on the part of readers, editors emphasize the importance of fiction that has maturity of appeal. This quality is demanded increasingly by practically all publications—pulp, popular, literary. Hackneyed plots, stock characters, conventional dialogue, are not wanted.

In contrast to the rather stationary market for fiction, the market for good articles shows promise

of steady growth, not only for the next six months but for an unpredictable time to come.

It has been pointed out again and again, but it is worth reiterating, that general magazines devote around 70 per cent of their space to articles. Yet they receive at least five times as many fiction manuscripts as article submissions and queries combined. On the statistical basis alone, it is evident that the chance of an article writer for selling his copy is more than ten times that of the fiction writer of equal skill.

The demand for articles continues to be principally in two fields: (1) personal experience—the author's own or some one else's; (2) the now-or-never article.

In the book field the opportunities promise to be better in the latter half of 1955 than for some time. The year 1954 showed slightly fewer titles published than in 1953. So far in 1955 there is an increase of 3 per cent over the corresponding months of 1954.

The outstanding increase is in books on science—up 15 per cent. Other classifications showing gains are biography, general literature and criticism, juvenile, technical and military, poetry. (Nearly all poetry books, of course, are published at the authors' expense.)

The number of new fiction titles so far this year is down a little from the number in the corresponding months of last year.

That's the market outlook for the rest of 1955. Definitely encouraging for the freelance writer with something to say and the technique to say it effectively.

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And that places the matter squarely on your shoulders. If you have material you believe salable, but are keeping it in a desk-drawer or trunk where it's doing no one any good—or if you've been submitting on your own, but not hitting—it might be a good idea to let this firm, one of the largest sellers of manuscript material in the world, have a look at your stuff. We'll do our best to make you one of our 4 p.m. regulars.

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From IDEA to PLOT

(with a check list of questions for all writers of fiction)

By WILFRED McCORMICK

THE man was well dressed, personable, and he looked me straight in the eye when he talked. But he was no gentleman. He was a liar.

He was telling about a golf match.

He'd never before played golf himself. Didn't know an iron from a wood. But this other guy who was an expert had kept challenging him, and belittling him, and goading him, until one day he just boiled over and accepted. Nine holes to a decision . . . a hundred bucks on the outcome.

"Well, sir," our Hero told me, "talk about your inspiration—I was so mad that day I couldn't lose. I set a new course record!"

Do you believe that? Of course not.

Wilfred McCormick is author of ten books of fiction and more than 500 short stories, serials, and articles for a score of national magazines. Most of his books so far have featured a stirring character, Bronc Burnett, who has established himself in the hearts of youngsters that ordinarily shy away from reading. The Bronc Burnett character has been purchased by a Hollywood producer for television, movies, merchandise, records, etc.

He is now beginning a series of book about a new character, Rocky McCune, a young coach. The first of the series, *The Man on the Bench*, will appear this summer. All his books are notable for information and philosophy as well as entertainment for the young.

Since returning from World War II, where he was a lieutenant colonel, Mr. McCormick has also taught creative writing in the adult education division of the University of New Mexico. He is regularly on television, acting as master of ceremonies for quiz and similar shows.

Inspiration is a wonderful quality—in its place. But let's be realistic about this thing. It can't guide the hand of a layman into performing delicate eye surgery any more logically than it could enable a rank novice to set a nine-hole record in golf. Nor can an untrained, unpracticed man-about-town suddenly grab up a violin and by sheer determination run smoothly through "Humoresque." Burning desire, alone, isn't nearly enough.

We hear so much about inspiration in writing. Unfortunately, abroad on this great planet of ours, lay people have always wanted to believe that some strange, mystic force creeps over an author and molds the very words from his lips, his pen, or his typewriter.

I'll go along—to a certain point.

There's no question but what Indignation, Love, Jealousy, or 'most any of the other basic human emotions can fire a speaker or a non-fiction writer to heights considerably above their normal abilities. But I must balk when it comes to creative writing.

The novice rushes for his typewriter. "Get out of my way! Quick, I've got an idea for a story!"

The professional merely takes another drag on his pipe, another sip of coffee, or just sits staring into space. But his mind is working actively, exploringly—and logically.

Swell idea . . . now just how can I get the very most from it . . . etc. . . .

He's not going to forget it. No need to get out of this pro's way—he's nowhere near ready for the typewriter. That idea is going to grow and grow and grow. A dozen times he'll go off on a tangent, only to return and start over again. Or maybe, one of those tangents will prove the best way to go. O. K., he'll go that that way then! Remember,

Tether the Night-Wind

BY L. MILDRED HARRIS

Tether the wind at the end of day
With a rope of stars from the Milky Way.
Let it speak to you in the dark of night,
Then sing its song through the words you write.

this is fiction—he doesn't have to stick bullheadedly to his initial impulse. His sole concern is to get the finest possible results from his material. To come up with the best possible story!

Back in his mind, subconsciously, will be this doctrine from Edgar Allen Poe:

"The skillful writer of tales does not fashion his thoughts to accommodate his incidents; but having conceived with deliberate care a certain unique or single effect to be wrought out, he then invents such incidents and then combines such events as may best aid him in establishing this preconceived effect."

So now his idea begins to take form in his mind, and his characters begin to act like real people. The previous "old boy from Texas who gets a job in Chicago," now becomes a real flesh-and-blood individual with hopes and ambitions as well as troubles, and the vague "job in Chicago" now becomes a broker's clerkship in a State Street office just across the hall perhaps from a girl who had once jilted his older brother.

He's got to have a problem, too. Not a problem for you or me, necessarily, but one that for him look positively insoluble. No problem, no story! And his opposition, be it man, beast, or Nature, must be formidable. We won't take him taking candy from a baby.

The most glaring fault of beginners, in my opinion, is their too hasty start. They just can't wait. They begin writing too soon, fearful lest they'll forget or lest they might lose the feel. Nuts, you can't forget—if it's any good!

The other day I was despairing at my inability to get this across to a group of beginning writers. And in groping around for a better way to present it, I conceived a sort of check list of questions that established authors might presumably ask themselves before sitting down to write. It has got some wonderful results already, so I'm passing it along for whatever it's worth:

1. Is this a story of some one individual in trouble?
2. Is this a sudden, dramatic trouble, or is it cumulative?
3. Is this trouble Physical, Emotional, or Both?
4. Just what is this trouble?
 - a. Something to accomplish that seems impossible?
 - b. A crucial decision to make, with serious complications likely to result either way?

5. Where and when did this story occur?
6. Is this to be a sympathetic or unsympathetic lead character?
7. Is the opposition formidable?
8. From what different viewpoints might this story be told?
9. Which viewpoint will be most effective? Why?
10. How much do I know about my lead character?
11. How much do I know about the opposition?
12. Where should this story begin?
13. Can all of the major characters and the problem be introduced in the first 800 words?
14. Aside from flashbacks, can this story be told in three important scenes?
15. What are the three main scenes?
16. Can the flashbacks be doled out, or must they be used *en masse*?
17. What qualities will make a reader stay with my story?
18. What elements will give my story suspense?
19. Can the ultimate solutions be logically narrowed to only one?
20. Is the ending happy, unhappy, or so-called "satisfactory"?
21. Can the end come swiftly, or will it require lengthy explanations?
22. Truthfully now, what is my real, secret objective:
 - a. To show off?
 - b. Sincerely to tell a story?

Now this won't give you a perfect story, because there isn't such a thing. But it'll doggone sure help by transforming a mere idea into a basically sound plot.

And don't let anybody scoff at you as being a cold-blooded hack for planning your stories well in advance. It is my genuine conviction that a seasoned professional who habitually lives with his story ahead of time, who becomes intimately acquainted with his people and their problems before ever starting to write, will then have tenfold the feel and the warmth of the novice who impulsively jots down the so-called "inspirations" as they hit him.

Summing up, I want to emphasize that the pro is inspired, too. He, too, is thoroughly sold on his story idea, and he's eager to begin. But the pro restrains himself until his training and experience have cooperated with this inspiration to give him a winner.

That's why I didn't believe my golfer. He was claiming too much for inspiration alone. You've got to give it a chance. It's only one member of the team.

THAT HEARTBREAKING REVISION

Look at Your Story with a Glassy Stare

By FLORENCE MARVYNE BAUER

THE final revision of a manuscript can be heartbreaking for an author. He has to step out of himself, and look at his "child" without favor. Now is the time to cut without mercy, or even delete altogether, some prized passage.

It may be a bit of dialogue—witty—fast-moving . . .

But—it contributes nothing important to characterization . . .

It adds little to the atmosphere that has been well enough created somewhere else . . .

It is on a tangent to the main plot line and doesn't advance plot action . . .

So—off with its head!

Perhaps it is a paragraph to set a scene . . .

You have spent months—maybe even years—absorbing atmosphere for this novel. You want to pass on to the reader the delights you have had in acquiring the information . . .

But—the publisher may say, "Your research is showing, dearie." So you must take out parts that really do not advance action and tie up the still quivering ends.

Perhaps your plot has "too many strings to its bow." After two publishers had *regretfully* returned my third novel, I pushed it into a drawer and left it there for more than a year. Awhile ago I took a look at it. By this time I had lost all affection for it and could survey it without bias. I discovered that I had practically everything in it but John Silver's parrot!

So—I am now engaged on the murderous task—and I do mean murderous—of slaying characters, chopping out hunks of plot, and tying up gory remnants.

Look at *your* created darling with a glassy glare. Has it change of pace? What is *pace*? Isn't it that tightening and loosening of tension which keeps the reader reading? All right, does tension increase just before your subclimaxes? And do you let your reader relax a little afterward while you set the scene for the next subclimax? Keep in mind that those high points—if you are producing a novel—should come ever closer together as you near the climax of the whole story. Give your reader less time between them to get a drink for his parched throat!

Where does one begin to cut? On that precious first chapter—or those first few paragraphs, if it is

a short story. Frederic Nelson Litten used to tell his students of writing: "Your first chapter is the show window that makes your customer come in to buy or go to another store."

That first chapter must tell where and when the story happened . . .

Introduce your protagonist, either directly or by hearsay . . .

And give some information about your story's theme.

Yes, your theme should be at least foreshadowed in the first chapter, if not bluntly expressed . . .

Touched again lightly in the second, perhaps by a question from a character . . .

And again a little later, possibly by being flatly contradicted by your villain.

By that time your reader will have decided what he thinks about the matter and will read on to see if *you* agree with *him*. This is creating emotion!

Have you introduced too many characters in that first chapter? Your reader won't like that! He hates getting confused among these new acquaintances. Unless they must be part of the earliest action, stall off the entrance of some until your reader knows the first ones.

Are your characters three-dimensional? Have you taken care of their

Appearance without too much detail . . .

Peculiarities of speech . . .

Their thoughts and ideals which motivate them . . .

The action that reveals their impulses?

Those descriptive passages—do they slow action too much at some particular point? Perhaps this bit should be pushed ahead—that one delayed until later, or worked into a similar bit somewhere else. If you are writing with an eye on Hollywood, these are the parts that will be skipped. Only plunging dialogue has appeal there!

And what about the viewpoint of your story? If you told it from the experience of the protagonist, feel his emotions with him, but see only the *effects* of emotion in the other characters.

Read huge sections of your manuscript aloud for rhythm. In some places you may want to recast a sentence . . .

Or delete a phrase . . .

Or add one . . .

Or substitute a vital verb for an adynamic adjective . . .

But be astute! Don't let that child of yours put anything over on you!

All this is heartbreaking drudgery? Sure! But—

It produces that harmony of revelation and movement which we call unity . . .

It sidesteps that horrible tragedy—a cluttered plot . . .

It develops in the *writer* a sense of selection of significant detail . . .

It creates a story with a pungent flavor, not easily forgotten by the reader.

It might even win for you a Pulitzer Prize!

Florence Marvyne Bauer is author of two published novels, *Behold Your King* and *Abram Son of Terah*. The former was chosen by four book clubs. A third book, *Daughter of Nazareth*, is to appear in October. Also she is author of plays, radio series, and magazine articles.

Mrs. Bauer belongs to a literary family, her husband, Dr. W. W. Bauer, being editor of *Today's Health*, a syndicated columnist, and author of a dozen books.

WARNING TO WRITERS: Beware of Friends and Relatives

By BARTON A. STEBBINS

THE first time you confided to a friend that you wanted to be a writer, what reaction did you get? I'd be willing to bet the response was negative and discouraging. At least a brush-off such as, "Aw, you haven't got a chance to make a go of it."

That's why I advise you fellow writers, beware of friends and relatives.

This may sound cynical on my part, but it is not a sudden inspiration. It is rather a conclusion from 30 years' experience with writers, observing the adverse effects that friends and relatives can have on enthusiasm and ambition.

I am reminded of the ignorance behind their attitude when I read letters from people learning to write in which they say, for example:

"I was about to give up in discouragement, thinking it was time to quit fooling myself, when I opened a letter and had a publisher's acceptance check fall out. Needless to say this was a tremendous lift to my morale."

"A few days ago I received my first acceptance check for a short story. I suppose every aspiring writer has the same feelings of dejection whenever a rejection slip comes back with a story. Like so many others, I learned that it is sometimes the fifth or sixth time out that a manuscript brings back the check. I received four rejection slips before I hit the jackpot."

"Of all the people that know of my efforts, you are the only one who has shown anything other than amused tolerance . . . If it hadn't been for your encouragement, I'd have chucked this whole idea long ago."

Every writer has times of deep discouragement, when one person's encouragement or discouragement has a tremendous influence.

For some unknown reason, friends and relatives always seem to think that writers are born, and never made, or that you have to have a big name

before you can sell to big-time magazines; or that you have to have a pull with editors, script buyers, advertising agencies, etc.

Again referring to my 30-odd years' experience, I can tell you that all of those objections are figments of the imagination and are contrary to the truth. As a matter of fact, I do not know when I have ever talked or corresponded with any buyer of manuscripts, or executives who hire staff writers, that they haven't been anxious to find good, new talent, backed with sound training in some field of writing.

In addition to the dejected feeling which the receipt of a rejection slip brings, it is perhaps natural for the writer to have a slight feeling of bitterness toward the editor—a conviction that the rejected story is just as good as a lot of stories that have been published in that same magazine. Friends and relatives aggravate this bitter thought by agreeing with it, saying, "You see—you just don't stand a chance unless you know the right people!" I know that such a remark has many times caused the weak of heart to give up too soon.

A second reason for warning writers is that their friends and relatives sometimes go to the opposite extreme and hand out soft soap by extravagantly praising everything they write. Sometimes the writing is worthy of praise and the compliments are well-founded, but only too often it is pure prejudice and unjustified.

One young writer came to me terribly puzzled about the rejection slips he was receiving. "My friends," he said, "are always telling me how clever I am with words and that I ought to write." I pointed out to him frankly that it's fine to be able to pick the right words and put them together interestingly, but real success is based upon the understanding and application of sound principles, rather than so-called cleverness.

The beginning writer should remember that any opinion—favorable or unfavorable—expressed by a non-professional should not be taken seriously.

A friend's opinion that a story is good may be sincere, but it is important for the writer to remember that the layman reads a story from a different viewpoint than an editor does, and *without the trained eye*. The story may have good points, but be lacking in some crucial ingredient, some important element that keeps it from being acceptable.

The writer must tell himself that the editor, after all, is in a better position to know what his readers want than anyone else. When a story has received several rejections, the writer should put it away and say, "So this one missed, but some day I'll write one that doesn't."

Months later, if the writer will pick up the previously rejected story and reread it, he will usually see that it does lack something, that the editors were right—it was not [Continued on Page 34]

Barton A. Stebbins is widely known as writer, editor, and critic. He has written dramatic scripts for the radio and television networks and articles for many national magazines. For ten years he supervised a musical variety program and also a radio dramatic program, *The Whistler*, now being released to TV markets.

During the war Mr. Stebbins was associate director of the radio division in the office of the Coordinator of Inter-American affairs. He is president of Palmer Institute of Authorship and vice-president of Hollywood Radio & Television Institute operating throughout Latin-America and other Spanish-, Portuguese-, and English-speaking countries. Amazingly versatile, he also heads a large advertising agency.

THE HANDY MARKET LIST

THE Handy Market List, revised to the hour of going to press, offers a comprehensive list of magazines affording a market to freelancers in general.

The writer should now use this list in preference to any published earlier. Numerous new publications are listed. Discontinued magazines have been dropped. Each listing has been brought up to date on the basis of the latest information.

General Magazines in the list are divided into two groups, A and B. This is not a division on the basis of quality. Those in Group A offer a wider market to the typical freelance writer. The magazines in Group B tend to be more specialized and to purchase less material.

A name in parentheses immediately following the name of a publication—as (Stadium)—indicates the chain or group, if any, to which the magazine belongs. In most instances the frequency and single copy price of the publication are shown; as (M-25), monthly, 25 cents. *Acc.* means payment on acceptance; *Pub.* payment on publication.

If a magazine is not listed in the Handy Market List, consult the various lists published in *Author & Journalist* from month to month.

General Magazines—A

America, 329 W. 108th St., New York. (W-15) Articles on current social and political interests, rural problems, with some emphasis on moral principles, 1,000-2,000; short modern verse. Rev. R. C. Hartnett, S. J. 2½c. *Acc.*

American Legion Magazine, 720 Fifth Ave., New York 19. (M) Limited market for fiction. Query on articles. Good light verse—4, 8, or 12 lines. Anecdotes. Joseph C. Keeley. Address verse and anecdotes to Parting Shots Editor. High rates, verse \$2.50 a line. *Acc.*

The American Magazine, 640 Fifth Ave., New York 19. (M-25) Short stories 3,000-5,000; complete novelettes, 20,000; short shorts, vignettes. Emphasis in fiction on family problems and family relations. Articles which stress human interest and deal with personalities rather than "things" or with subjects of wide general interest with which readers can readily identify themselves and perhaps acquire some knowledge or benefits which will help them in developing richer, more abundant and happier lives. First-class rates. *Acc.*

American Rod & Gun, 1658 Summer St., Stamford, Conn. (Bi-M-25) Articles on hunting, fishing. Seldom uses fiction. Cartoons. Photos. V. Malcolm Reiss. Average article \$200, pictures \$5. *Acc.*

American Weekly, 63 Vesey St., New York 7. Sunday magazine distributed with Hearst and other newspapers. Features with photos, best lengths 900 and 1,500. Uses only non-fiction. Charles Robbins. Excellent rates. *Acc.*

The Atlantic Monthly, 8 Arlington St., Boston 16, Mass. (M-50) Short stories 1,500-5,000; serials about 40,000. Essays 1,500-3,500. Articles 1,500-6,000: short humorous articles, longer articles on art, music, literary criticism, current affairs, biography, finance, business. Serious and light poetry. Edward Weeks. Prose, varying rates; verse \$1 a line. *Acc.*

Buick Magazine, 818 W. Hancock Ave., Detroit 1, Mich. (M-free) Articles on people, places, and events of interest to tourists; all forms of outdoor recreation, handicrafts—500-600 with 3-4 good photos. At least one article in each issue to appeal especially to women. Picture stories with human interest. *Acc.* Supplementary rights released.

Collier's, 640 Fifth Ave., New York 19. (Bi-W-15) Short-stories, short stories, serials, novelettes. Articles of general interest. Light verse. Cartoons. Some fillers. Photos occasionally. Kenneth McArdle, Executive Editor; Fiction Editor, Mrs. Eleanor Stierhem Rawson. Top rates. *Acc.*

Columbia, P. O. Drawer 1670, New Haven, Conn. (M-10) Short stories 2,500-4,000. Articles on science, history, religion, sport, business, articles of general current interest or special Catholic interest. Query on articles. Short verse. Photos only with articles. John Donahue. \$75-\$200 a story or article, \$10-\$15 a poem. Higher rates for especially desirable material. *Acc.*

Commentary, 34 W. 33rd St., New York 1. (M-50) Jewish life and religion, general literary, political, and sociological. Short stories, 2,500-4,000. Verse any length. Elliot E. Cohen. 3c. *Acc.*

The Commonweal, 386 Fourth Ave., New York 16. (W-20) Edited by Catholic laymen. Timely articles on literature, art, public affairs, to 3,000. Edw. S. Skillin. 2c. *Acc.*

Coronet, 488 Madison Ave., New York 22. (M-25) Uses factual anecdote-packed articles under 3,000; photos; fillers; one-pagers; humorous anecdotes. No fiction or poetry. Fritz Bamberger. Good rates. *Acc.* Fillers, *Pub.*

Cosmopolitan Magazine, 57th St., at Eighth Ave. New York 19. (M-35) Short-stories 2,000-2,500; short stories 5,000; murder mystery or suspense novelettes 20,000. Articles: personality, thought-provoking, current affairs, psychological, medical. Photos. No verse. No cartoons for the present. John J. O'Connell. Top rates. *Acc.* Query.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. Articles not only on travel but personalities, science, fashion, etc. Shorts around 350. Always on the lookout for good color and black and white illustrated feature stories. G. M. Williams. Top rates for pictorial photos. *Acc.*

Ebony, 1820 S. Michigan Ave., Chicago 16. (M-30) No fiction. Provocative non-fiction on Negro life, preferably success and achievement stories. Photographs. \$75-\$100 an article; \$75 a story unit at least 10 pictures. *Acc.*

Extension, 1307 S. Wabash Ave., Chicago 5. (M-30) Short stories, 2,000-6,000; romance, adventure, detective, humorous; six-installment serials, 5,000 an installment; short shorts; articles; cartoons. Eileen O'Hayer. Good rates. *Acc.*

Faith Today, 70 Elm St., New Canaan, Conn. (M-35) "A religious non-sectarian magazine edited on a broad base." Strong, timely articles to 2,000, condensations of books, fiction and non-fiction; especially looking for fillers; humor; verse of high quality. Peter Funk. To \$200 an article, to \$15 a poem. Query on prose.

Field & Stream, 383 Madison Ave., N. Y. 17. (M-25) Illustrated camping, fishing, hunting articles, 1,500-3,000. Hugh Grey. 10c up. *Acc.*

Focus, 655 Madison Ave., New York 21. (M-10) Articles—personalities, exposés, crime, entertainment, 200-1,500. Special need: true local human interest stories with a twist. Fillers. Photos. Cartoons rarely. James A. Bryans. 15c. *Acc.* Query.

Ford Times, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. (M) Well-illustrated travel, place, sport, or other articles, 1,200-1,500; brief picture stories with or without Ford angle. 10c. Acc.

Harper's Magazine, 49 E. 33rd St., New York 16. (M-50) Timely articles for intelligent readers; short stories; humor; fillers; verse. John Fischer. Good rates. Acc.

Holiday, Independence Square, Philadelphia 5, Pa. (M-50) Quality articles, well-illustrated, on places and people in sections of United States and foreign countries, 1,500-5,000. Ted Patrick. First-class rates. Acc.

Hue, 1820 S. Michigan Ave., Chicago 16. (M-15) Short features on Negro life and activities. Photos. No fiction or verse. John H. Johnson. Rates according to importance of material; photos \$5-\$10. Acc.

Jet, 1820 S. Michigan Ave., Chicago 16. (W-15) News items and short features on Negro life and activities. Photographs. John H. Johnson. Good rates, varying with length and importance of story; pictures \$5-\$10. Acc.

Journal of Lifetime Living, 1625 Bay Road, Miami Beach, Fla. (M-25) Inspirational, philosophic, and practical advice articles on longevity, nutrition, health, marriage, personal problems of interest to mature men and women. Leonard M. Leonard, Editor. Excellent rates. Acc.

Jubilee, 377 Fourth Ave., New York, 16. (M-35) A national pictorial monthly of Catholic life, edited by laymen. Not in market for text pieces. Picture stories only, at \$5 a picture. No queries. Edward Rice, Robert Lax, Robert Reynolds, Senior Editors.

The Kiwanis Magazine, 520 N. Michigan Ave., Chicago. (M) Articles on national and community problems up to 2,000. Some very short fiction for business and professional men. Humor; pieces on light topics. Picture stories—emphasis on natural, unposed photos. Sheldon A. Mix. \$25-\$100, depending on quality and current needs. Acc.

The Lamp, Franciscan Friars of the Atonement, Peekskill, N. Y. (M) Fiction of quality to 2,500; non-fiction of interest to Roman Catholics. Rev. Samuel A. Cummings. Good rates. Acc.

Liberty, 73 Richmond Street West, Toronto, Ont., Canada. Fiction: currently stocked up on long fiction but interested in 900-1,000-word short-stories with plot twist endings; prefers crime and romance themes. Articles: 2,000-word confessional-type, first-person as-told-to form preferred, dealing with medical, marriage, and sex self-improvement themes and with definite Canadian locale or angle. Send a letter or

brief outline in advance. Frank Rasky. Fiction and articles \$100-\$300. Acc.

Life, Time and Life Bldg., New York 20. (W-20) Photos of national and world news events, human-interest picture series. Freelance market small. Good rates. Acc.

Lincoln-Mercury Times, Ford Motor Co., 3000 Schaefer Rd., Dearborn, Mich. Travel articles, U. S. or foreign, to 2,000. Black and white photos; transparencies. William D. Kennedy. Excellent rates. Acc.

The Lion, 209 N. Michigan Ave., Chicago 1. (M-15) The publication of the Lions Clubs. General interest articles appealing to business and professional men. Cartoons. Photographs. Wendell Tozer. Query.

Look, 448 Madison Ave., New York 22. (Bi-W-15) Articles and pictures of broad general interest particularly about people and their problems. No fiction. Wm. Arthur, Managing Editor. Good rates. Acc.

Maclean's, 481 University Ave., Toronto 2, Canada. (Semi-M-15) Short stories with varied themes, masculine and feminine appeal, but preferably Canadian background, to 6,000. Articles on science, business, crime, politics, international affairs, health, entertainment, etc., 3,000-5,000. Canadian approach almost essential. Strong women's interest features with Canadian slant and some male appeal. Humor, 50 to 5,000. Quizzes, light verse. Query on articles. Ralph Allen, Editor; Pierre Berton, Managing Editor. Fiction from \$350; articles from \$250, often higher; verse, \$5-\$15 a poem. Acc.

Mayfair, 481 University Ave., Toronto 2, Canada. (M-25) Articles and photographs on personalities, theater, entertainment, good living, art, architecture, women's fashions, humor. Canadian slant required. Length of contributions 2,000-5,000. No fiction at present. 3c. Acc. U. S. contributors should query because of specialized nature of magazine.

Mechanix Illustrated, 67 W. 44th St., New York 36. (M-25) Feature articles about mechanical and scientific developments, inventions, etc. How-to articles about projects readers can build. Cartoons. Photos. William L. Parker. To \$250 an article, pictures average of \$10. Acc.

National Geographic Magazine, 16th and M Sts., N. W., Washington 6, D. C. (M-60) Official journal National Geographic Society. Articles on travel and geographic subjects up to 7,500; photographs. John Oliver LaGorce. First-class rates. Acc.

The National Jewish Monthly, 1003 K St., N. W., Washington, D. C. (M-15) Short stories, articles, essays, Jewish interest, 1,000-2,000. Edward E. Grusd. 2c-4c. Acc.

National Motorist, 216 Pine St., San Francisco 4, Calif. (Bi-M-25) Articles of 700 and of 1,400 words on anything that would be of interest to the average motorist who lives in California and does most of his motoring on the Pacific Slope. Articles on the car, roads, interesting people and places in the West or in the history of the West, hunting, fishing, outdoor life, animals. Black and white photos for illustration. Jim Donaldson. 4c-5c, photos \$3-\$5. Acc.

Nation's Business, 1615 H St., N. W., Washington 6, D. C. Articles on subjects national in scope and interest, current in timeliness, and important to businessmen. No fiction, fillers, or cartoons. A. H. Sypher. Payment on basis of length and quality. Acc.

Natural History Magazine, 79th St. and Central Park W., New York. (M except July and August-50) Popular articles to 4,000 on natural science, exploration, wildlife; photo series; fillers. Edward M. Weyer, Jr. \$200 and up for full-length articles, special rates for shorter features, photos \$5. Acc.

The New Yorker, 25 W. 43rd St., New York 36. (W-15) Short stories and humor 400 to 4,000; factual and biographical material to 6,000; cartoons, cartoon ideas, light verse. Good rates. Acc.

The New York Times Magazine, Times Square, New York 36. (W) Articles 1,200-3,000, based on the news, topics relating to economics, politics, inter-

IN THE AUGUST A&J

Three important markets lists will appear in the August *Author & Journalist*, out late in July: Greeting Card Verse, Plays for Amateur Production, Syndicates.

There will be an outstanding how-to article on writing for the greeting card market by Helen Reid Chase, Editor of Seasonal Lines for the Gibson Art Company. The one-act play will be covered by Esther Willard Bates, widely known playwright and adviser to a leading dramatic publisher.

In addition the issue will contain important articles on fiction, fact writing, and other subjects. Plus news direct from editors' desks and the other features you find useful in *Author & Journalist*.

Make sure of getting the August issue with all this valuable material.

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national affairs, sports, nature, science, education, the world of fashion and women's interests. Short articles 400-1,000. Light, topical verse. Lester Markel. \$250 for full-length article, verse \$1 a line. Acc.

Outdoor Life, 353 Fourth Ave., New York 10. (M-25) Profusely illustrated articles to 8,000 on dramatic, humorous, and adventurous phases of fishing, hunting, etc. News articles to 3,000 of topical interest to sportsmen. How-to articles on outdoor activities. Odd adventures and exciting personal experiences in the outdoors. Accounts 500-1,000 of true personal experiences exciting or humorous for retelling in cartoon-strip form. Single photos and sets. Limited number of outdoor cartoons. Top rates in the field. Acc.

Pageant, 535 Fifth Ave., New York 17. (M-25) Articles and profiles. Key words are "liveliness" and "timeliness." Harris Shevelson. To \$500. Acc. Query always, for material is on assignment only.

Parade, 285 Madison Ave., New York 17. (W-Sunday newspaper supplement.) General interest picture and text stories. Jess Gorkin.

Playboy, 11 E. Superior St., Chicago 11. (M-50) Short stories 5,000; short-shorts 1,500; novelettes 10,000-15,000. Essays and articles 2,500-5,000. Cartoons, photos. Material must be of special interest to sophisticated young urban readers. High quality, including charm of style, essential. Ray Russell, Executive Editor. Lead stories \$1,000 up, other fiction and articles \$250 up. Acc.

Popular Mechanics, 200 E. Ontario St., Chicago 11. (M-35) Illustrated articles on scientific, mechanical, industrial discoveries, exploration and adventure elements, 300-1,500; fillers to 250. Photos should stress the mechanical and contain some human interest. How-to-do-it articles on craft and shop work, with photos and rough drawings; short items about new and easier ways to do everyday tasks. Roderick M. Grant. 1c-10c, photos \$5 up. Acc.

Popular Science Monthly, 353 Fourth Ave., New York 10. (M-35) Features dealing with motor cars, aviation, home building, hobbies, and similar subjects. How-to articles for men with an interest in science and mechanics. Short material for various departments. Photo layouts. Nearly all material must be highly illustrated. Volta Torrey. Acc.

Railroad Magazine, 205 E. 42nd St., New York 17. (Bi-M-50) Short railroad or streetcar feature articles, first-person true tales; distinctive story-telling photos. No wrecks. Not open to poems, cartoons, or fillers. Freeman H. Hubbard. To 5c. Acc. Query on articles. Overstocked at present.

The Reader's Digest, Pleasantville, N. Y. Though the market for original articles is very limited, the editors are receptive to ideas. Personal-experience articles, not more than 2,500 words, are being solicited. They must be true and hitherto unpublished narratives of personal experience in some specialized walk of life, and must be especially revelatory of human nature. Address contributions to First Person Editor. Shorter contributions are wanted for "Man's Best Friend," and stories under 300 words for "Humor in Uniform" and "Life in These United States," at the rate of \$100 for each. The material must be previously unpublished. Ten dollars is paid for accepted Picturesque Speech items, and a minimum of \$10 for accepted excerpt material. These may be original or picked up from other sources. All payments made two weeks before publication. Items intended for a particular feature should be addressed to that feature. Brief contributions cannot be acknowledged or returned. Current issues carry information about requirements for departments that are soliciting material. DeWitt Wallace and Lila Acheson Wallace, Editors.

Redbook, The Magazine for Young Adults, 230 Park Ave., New York 17. (M-35) Short stories, short shorts, serials, 40,000-word novels, feature articles, romance, domestic problems, emotional slant to men

and women. A continuing need for lead articles—important exposés or significant personal documents. The criterion, in either case, is: how useful or exciting or entertaining or inspirational is the article to young adults—the 18-35 age group for which **Redbook** is edited. Fillers, humorous verse. Wade H. Nichols, Editor; Robert Stein, Articles Editor; Lillian Kastendike, Fiction Editor. First-class rates. Acc.

The Reporter, 136 E. 57th St., New York 22. (Bi-W-25) Social, economic, political reporting and interpretation, to 3,500. Also cultural comment and criticism. Max Ascoli. 5c up. Acc. or Pub.

The Rotarian, 1600 Ridge Ave., Evanston, Ill. (M-25) Authoritative articles on business and industry, social and economic problems, travel sketches, humor, essays, 1,500-2,000. Karl K. Krueger. First-class rates. Acc.

St. Anthony Messenger (Franciscan Fathers), 1615 Republic St., Cincinnati 10, O. (M-25) Catholic family magazine. Human-interest features on prominent Catholic achievements and individuals; articles on current events, especially when having Catholic significance, 2,000-2,500; short stories on modern themes slanted for mature audiences, 2,000-2,500; seasonal stories. Extra payment for photos retained. Occasional poetry on inspirational, religious, romantic, humorous, and nature themes. Rev. Victor Drees, O. F. M. 3c up. Acc.

The Saturday Evening Post, Independence Square, Philadelphia 5, Pa. (W-15) Articles on timely topics 2,000-5,000. Short stories 4,000-5,000; novelettes 10,000-15,000; serials 25,000-60,000. Lyric and humorous verse. Skits. Cartoons. Non-fiction fillers, to 400. Ben Hibbs. First-class rates. Acc. Query on articles.

Science & Mechanics, 450 E. Ohio St., Chicago 11. (Bi-M-25) Features on new developments in science, industry, home furnishings and appliances, workshop equipment, also on people who have developed successful business from hobbies. How-to articles by specialists in a variety of mechanical fields. Prefers to work strictly on query and assignment basis on full-length articles. Don Dinwiddie. Good rates, illustrated Shop and Home Kinks \$7.50 up. Acc.

Science Digest, 200 E. Ontario St., Chicago 11. (M-25) Popular articles on all fields of science to 2,000. G. B. Clementson. 5c. Acc.

Sports Afield, 959 Eighth Ave., New York 19. (M-25) Some short fiction used, to 3,000 words, related to field sports; picture stories, articles, how-to-do-it features, to 2,500; fillers. Ted Kesting. Payment by arrangement. Acc.

Sports Illustrated, Time & Life Bldg., 9 Rockefeller Plaza, New York 20. (W-25) Short stories 1,500-3,000; short-shorts 250-1,500. Essays 1,000-2,000. Articles 2,000-3,000—personality, controversy, unusual subjects, all relating to sports (both participant and spectator). Fillers 50-250. Photos. Address fiction and non-fiction material to Andrew Crichton, except fish and game material, which goes to Pete Barrett. Full-length articles and stories, \$750 up, shorter material \$5-\$500. Acc. Query on essays and articles.

Swank Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Short stories to 5,000; short-shorts 1,000; novelettes only by big names. Articles: true adventure, fact-fiction, humorous-satirical. Cartoons in black and white and color. Photos. Verse perhaps, if exceptionally funny. Bruce J. Friedman. Rates fairly good. Acc. Query.

This Week, 420 Lexington Ave., New York 17. (W-magazine section of 35 newspapers). Romance, mystery, adventure, humorous short stories, 1,200-4,000; short articles falling into four broad categories—"you," entertainment, problems, scoops—1,500-2,500; interesting shorts, 500-1,000; fillers, cartoons. William I. Nichols. Good rates. Acc.

Today's Health, American Medical Assn., 535 N. Dearborn St., Chicago 10. Articles on any aspect of physical or emotional health; material to meet normal

health interest of well people of all ages from high school on. Especially wants sound material for adolescents and the elderly. Overstocked on verse; will not buy any more for several years. Dr. W. W. Bauer. 3c-5c, occasionally more. Acc.

The Toronto Star Weekly, 80 King St., W., Toronto, Canada. (W-10) Feature articles, Canadian appeal articles with news angle to 2,000. Novels 40,000-45,000; serials 10,000-30,000; short stories 3,000-5,000, love-adventure, romantic, Western, mystery, problem, etc.; photos; cartoons; shorter poems. Jeanette F. Finch, Article Editor; Gwen Cowley, Fiction Editor. Varying rates. Acc.

Tracks Magazine, Terminal Tower, Cleveland 1, O. (M-10) Articles on railroad subjects 500-1,500; short, humorous railroad fiction; jokes; cartoons. Ted O'Meara. 3c Acc.

Weekend Magazine, 231 St. James St., W., Montreal, Canada. Magazine section of 24 Canadian dailies and the **Standard**. Limited market for short features of Canadian interest. Fillers. Photo features, including color. Fiction for family reading, 2,500-3,000. A. G. Gilbert, Editorial Director; H. V. Shaw, Feature Editor. \$150-\$200. Acc. Query on articles.

Westways, 2601 S. Figueroa St., Los Angeles 54, Calif. (M-20) Articles 300-1,200, photos of out-of-doors, natural science, history, etc., on California, Arizona, Utah, Nevada, New Mexico, and southern Colorado. Verse. Cartoons. Phil Townsend Hanna. 5c, photos \$5. Acc.

You, Skye Publishing Co., Inc., 270 Park Ave., New York 17. (Bi-M-35). Articles to 2,500 on human problems, interests and relationships with which the reader can feel some identification; adequate documentation must be woven in. Arthur Bernhard. 3c. Acc.

Your Health, 270 Park Ave., New York 17. (Q-35) Sound, helpful, readable articles on all phases of physical and mental health. Fillers. Douglas Lurton. Good rates. Acc.

Your Life, Today's Guide to Desirable Living, 270 Park Ave., New York 17. (Bi-M-35) Inspirational, helpful articles on living; personality profiles, 1,200-2,500; quizzes; brief games; fillers. Douglas Lurton. First-class rates. Acc.

Your Personality, 270 Park Ave., New York 17. (Semi-A-35) Helpful articles on all phases of personality, 700-2,500. Douglas Lurton. Good rates. Acc.

Your Psychology, 270 Park Ave., New York 17. (Q-35) Article requirements same as for **You**, above. Arthur Bernhard. 3c. Acc. Queries welcome.

General Magazines—B

American Forests, 919 17th St., N. W., Washington 6, D. C. (M-50) Articles on trees, forests, soil conservation, land management, water development, outdoor recreation. Profiles and interviews with people who have done interesting things in the renewable natural resources field. Length, 1,000-2,500. Outdoor photos. James B. Craig. 2c up; exceptional black and white photographs on unusual oddities and nature closeups in the outdoors, \$10. Acc.

The American Mercury, 250 W. 57th St., New York 19 (M-35) Lively articles on life in the United States, past and present. Nature briefs, short biographies, humor, 900-1,800. No fiction. No verse. Query with outline. John A. Clements. Articles \$35-\$200. Pub.

The American-Scandinavian Review, 127 E. 73rd St., New York 21. (Q-\$1) Short stories 1,500-2,500. Articles 2,000-3,000 dealing with Scandinavian countries or Scandinavians in America. Verse. Photos. Erik J. Friis. Articles and stories \$30-\$40, verse \$7.50-\$15, pictures \$5. Acc.

The American Scholar, United Chapters of Phi Beta Kappa, 1811 Q Street, N. W., Washington 9, D. C. (Q-\$1) Articles on subjects of substantial general interest in clear and unpedantic language, 3,000-4,000; poetry. Hiram Haydn. \$5 a printed page, maximum \$75; verse, \$10-\$25. Acc.

AN UNSOLICITED LETTER FROM A CLIENT

DEAR MR. JACKINSON,

We had several big disappointments (and we will have others, I am sure) but thanks to you, and you alone, I've cracked the slicks!

Had it been left to me to market STRANGE TREASURE I would have fired it at some penny-a-word market and been glad to sell the piece at any price. But not you! Apparently you have more faith in my work than I usually have, to have offered it to such a top market as McCall's.

What you said when I first came to you (about no one being able to be both a writer AND an agent at the same time) I agree with one hundred per cent. You have proved it! Another thing; whereas most agents are only too willing to jump on a writer's bandwagon once he has begun to sell to the better markets, you are willing to work with writers who are still struggling to reach and crack those better markets. And that's as it should be. For if a writer is able to reach top markets regularly all by himself, for what does he need an agent?

It is the struggling writer who needs help, and it is the struggling writer whom few agents will touch with a ten foot pole. You, on the other hand, have been willing to gamble with fledglings such as myself, and I pray it pays off for you. I only hope I can prove myself worthy of the time and trouble you have taken with me and the apparent faith you have in my ability as a writer.

Cordially (AND gratefully!)

(signed) MURRAY T. PRINGLE

ALEX JACKINSON LITERARY AGENCY

11 West 42nd Street, New York 36, N. Y.

The Army Combat Forces Journal, 1529 18th St., N. W., Washington, D. C. Original articles, translations—military subjects, John B. Spore. 2½c-4c. Pub.

Audubon Magazine, National Audubon Society, 1130 Fifth Ave., New York 28. (Bi-M-50) Articles on birds, mammals, plants, insects; wildlife and conservation of region or locality; biographical sketches of living naturalists; how-to-do and personal experience on wildlife projects, 1,500-2,500. No poetry or fiction, or articles about hunting, fishing, trapping, fur farming, or about cagebirds and domestic animals. Photos, black and white only. John K. Terres. \$15-\$75, photos \$3 (cover picture \$10). Acc. Query.

Bare, Suite 304, Robinson Bldg., 520 E St., San Diego 1, Calif. Hard-hitting factual articles of the exposé type, preferably with suitable illustrations—usually not over 1,000 words. David Zentner, Managing Editor. 3c up, photos \$10. Acc.

Barron's National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 1,200-2,000. Robert M. Bleiberg. \$75-\$100 an article. Pub. Query.

Canadian Geographical Journal, 54 Park Ave., Ottawa, Canada. (M-50) Illustrated geographical articles, 1,000-2,000. Gordon M. Dallyn. 1c up. Acc.

Car Life, 814 H St., N. W., Washington 1, D. C. (M-35) General automotive articles carrying consumer appeal. Cartoons. Photographs. Good rates, photos \$5. Pub.

Challenge, The Magazine of Economic Affairs, 32 Broadway, New York 4. (M-20) Articles 1,400-2,200 on activities and issues in (1) economics and economic topics, (2) social problems, politics, and science—of personal, local, regional, national, or international focus, but in all instances always of economic significance. Seeks objective, concise, lively journalistic treatment with close attention to economic fundamentals. Haig Babian. Varying rates. Acc. Query.

Charley Jones Laugh Book Magazine, 438 N. Main St., Wichita 2, Kan. (M-35) Humorous articles, stories, anecdotes to 500 words. Themes deal with domestic situations and events common to and familiar to most readers. Charley Jones, Editor. Cartoons to \$25, jokes 50c, verse 25c a line, longer material 5c a word. Acc.

Chicago, 858 N. LaSalle St., Chicago 10. (M-25) Short-shorts 1,000; short stories 4,000-5,000; possibly serials and novelettes. Essays and articles dealing with Chicago or the Middle West. Very little verse—must be of high quality. Fillers. Sketches, but not cartoons. Numerous photos, especially for picture stories and essays. Maurice English. Prose 3c, verse 50c a line. Pub.

The Chicago Jewish Forum, 82 W. Washington St., Chicago 2. (Q-\$1.25) Articles, short stories, 2,000-6,000; poetry, art work. Jewish subjects and minority problems only. Benjamin Weintraub. 1c. Acc.

The Christian Science Monitor, 1 Norway St., Boston 15. (D-5) Articles, essays, for editorial and department pages, to 800; forum to 1,200; editorials to 800; poems, jokes, fillers, photos. Erwin D. Canham. 55c an inch. Acc.

Comedy Magazine, 270 Park Ave., New York 17. (Bi-M-25) Light, fast-moving stories, 250-400. Cartoons featuring girls, human interest. Ernest N. Dever. 2c, cartoons \$8 up. Acc.

Confidential, 1697 Broadway, New York 19. (Bi-M-25) Hard-hitting exposés on nationally-known personalities; also important consumer pieces. 2,000 words tops. Also buys story leads and information. Good rates. Acc.

Cue, 6 E. 39th St., New York 16. (W-20) Short articles on lighter side of New York City living. Few by freelancers—most are staff-written. John Keating. \$50-\$100. Acc.

The Desert Magazine, Palm Desert, Calif. (M-35) Illustrated features, preferably in first person, from

the desert Southwest on travel, nature, mining, archeology, history, recreation, exploration, personalities, homemaking, desert gardening, Indians, semiprecious gem fields; maximum 2,500. Must have the "feel" of the desert country. Photos essential with contemporary material. Randall Henderson. 1½c up, photos \$1-\$3. Acc.

Down East Magazine, Camden, Maine. (9 times a yr.-25) Essays to 2,500; articles marine, historical, character to 2,500; anecdotes. Very few short stories. Cartoons. Photographs. No verse. All material must be directly related to Maine. Duane Doolittle. \$30-\$50 for pieces 2,000-2,500, anecdotes, etc., \$5 up. Acc.

Empire Magazine, **Denver Post**, 650 15th St., Denver 2, Colo. (W-15, with Sunday **Denver Post**) General interest features 250-2,500 on personality, outdoors, domestic, authentic history; verse to 20 lines; fillers; photo-features; cartoons. All material should have strong Western peg. Bill Hosokawa. 1½c up; photos \$5. Acc.

Eye Magazine, 655 Madison Ave., New York 21. (M-25) Articles to 2,500—crime, exposés, adventure stories. Photos. Dan Merrin. \$150-\$200 an article, \$100 for 4- or 5-page spread. Acc.

Family Herald & Weekly Star, 245 St. James St. W., Montreal, Que., Canada. (W-5) Stories 2,000-4,500, romance, adventure, mystery, etc., for rural family audience. H. Gordon Green. \$70. Acc.

Focus, 655 Madison Ave., New York 21. (M-10) Articles—personalities, exposés, crime, entertainment, 200-1,500. Special need: true local human interest stories with a twist. Fillers. Photos. Cartoons rarely. James A. Bryans. 10c. Acc. Query.

Forbes Magazine (of Business and Finance), 80 Fifth Ave., New York 11. (Semi-M-35) Illustrated articles on companies whose securities are available at the major exchanges. Financial news of companies in same category. Informal casual photos. Byron D. Mack. Articles \$25-\$100. Pub. Query.

Frontiers, 19th St. and Parkway, Philadelphia 3, Pa. (5-times-yr-50) Natural history articles, 1,800-2,000; photos. McCready Huston. Prices by arrangement. Pub. Query.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 emphasizing Christian principles in business. First-person stories especially desired. Fillers up to 400 words; poems 20 lines or less, on business theme. Photos of industrial subjects with business slant. Clinton E. Bernard. 2c up, poetry 35c a line, photos, \$6. Acc.

Greater Philadelphia Magazine, 1831 Chestnut St., Philadelphia 3, Pa. (M-35) Articles to 1,500 on a variety of subjects dealing with Greater Philadelphia area; personality sketches of local persons; photo series. Arthur Lipson. To \$25 an article.

Grit, Williamsport 3, Pa. (W-10) Odd, strange pictures, brief text; Americanisms and family subjects; personalities and articles of general interest, 300-500; short illustrated articles for women's and children's pages. 2c, photos \$3. Acc.

Hep, 1220 Harding, P. O. Box 2257, Fort Worth, Texas. (M-25) Jivey poems, pinups, entertainment features, candid photos, teen talent. Photos desired with all features. All material must deal with the Negro race. Mrs. Adelle Jackson. Open rates. Acc.

Hollywood Stars, Sky Publications, 270 Park Ave., New York 17. (Bi-M-25) Feature news of motion pictures; lives of screen stars; fashions; beauty; home-making; successful living for young moviegoers. Joan Curtis, Executive Editor. Pub. Queries essential.

Hometown: The Rexall Magazine, 8480 Beverly Blvd., Los Angeles 54. (M-free) Fiction of general interest, with strong characterization, plots, and story interest, to 3,200. No trick endings, crime or gimmick stories. No articles at present. H. R. Stewart. \$75-\$100 a story. Acc.

Jest Magazine, 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as for **Comedy Magazine**. Ernest N. Devver.

Joker, 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as for **Comedy Magazine**, also short jokes, epigrams, parodies. Ernest N. Devver.

Leatherneck, P. O. Box 1918, Washington 13, D.C. (M-30) Fiction, humor, articles, to 3,000. Must have strong Marine slant. Shorts to 1,500. Colonel Donald L. Dickson, USMC. To \$200. Acc.

The Marine Corps Gazette, Box 106, Marine Corps Schools, Quantico, Va. (M-30) Professional military, Marine Corps, naval, air articles, illustrated, with emphasis on amphibious warfare—1,000-5,000. Major David M. Cox, USMC. 3c-6c. Acc.

The Montrealer, 770 St. Antoine St., Montreal, Canada. (M-25) Short-shorts 500-1,000; fictional sketches with semi-autobiographical flavor, 1,000-1,500. No slick-magazine love stories. Essays 750-1,000. Brief verse. Cartoons. Photos only on assignment. A. M. Beatty. Varying rates. Pub.

Motor News, 139 Bagley Ave., Detroit 26, Mich. (M-25) Outdoor adventure and travel articles. Photos. William J. Trepagnier. \$50-\$100. Acc.

The Nation, 333 Sixth Ave., New York 14. (W-20) Articles on politics, literature, economics to 2,400; poetry. Freda Kirchwey. 2c, poetry 50c a line. Pub.

The National Humane Review, 896 Pennsylvania St., Denver 3, Colo. (M-15) Articles 1,500-2,000 on cruel and inhumane or unusually kind treatment of children or animals; exposés; reforms. 2c, photos extra. Acc.

Nature Magazine, 1214 16th St., Washington, D. C. (10 issues a year-50) Illustrated nature articles 1,000-2,000; fillers with pictures 100 to 400; short verse. (Currently overstocked with fillers and verse.) R. W. Westwood. 1c-3c. Acc. Query.

New Mexico Magazine, Santa Fe, N. M. (M-25) Illustrated articles on New Mexico, 1,500. George Fitzpatrick. \$15 an article, 4x5 transparencies for color section, New Mexico subjects only, \$25. Pub. Verse, no payment.

New Republic, 1824-26 Jefferson Place, N. W., Washington 6, D. C. (W-20) Articles to 3,000 on political, cultural, and social subjects; Michael Straight. Payment by arrangement. Query.

Opinion, 1123 Broadway, New York 10. (M-25) Articles 2,000; short stories 2,000; verse; fillers; all of Jewish interest. 1c. Pub.

Our Dumb Animals, 180 Longwood Ave., Boston 15, Mass. (M-15) S. P. C. A. organ. Animal articles and stories (not fiction) to 600; photos. W. A. Swallow. 1/2c, photos \$1 up. Acc.

Our Navy, 1 Hanson Place, Brooklyn 17, N. Y. (Bi-M-25) Articles and fiction (action or humor) with strong Navy enlisted slant; must entertain or inform the enlisted U. S. Navy bluejacket. Rob E. Hurst. Payment at varying rates. Acc. if authors query first; otherwise Pub.

Out West Magazine, P. O. Box 551, Helena, Mont. Features not above 1,500 words on subjects dealing with the Northern Rocky Mountain States—travel, personalities, industries, etc. No fiction, very little historical material. F. L. Merritt. 1c, pictures at varying rates. Pub.

Pen (Public Employees News), Box 2451, Denver 1, Colo. (M) Articles 500-2,500, illustrated with photos if possible. Fiction to 1,000. Original anecdotes 50-100. Cartoons. Lola Knowlton. Varying rates, anecdotes 3c per published word, cartoons \$5-\$10. Pub. No queries, but copy of magazine will be sent on request.

People & Places, 3333 N. Racine Ave., Chicago 13. (M-free-controlled) Human interest picture stories on people and places in the United States. Quality of pictures is of major importance; top quality, candid, unposed type, plenty of animation and human interest; usually requires first rights; returns unused photographs. Ralph N. Swanson. 2 wks. after Acc.

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People Today, 535 Fifth Ave., New York 17. (Bi-W-15) Mostly staff-written. Buys occasional picture stories of current interest. Burr Evans. Average rates. Acc.

Photo Magazine, 655 Madison Ave., New York, 21. (M-25) Crime, true adventure, 2,500 maximum. Jim Collier. Articles \$150 each; 4- or 5-page photo spread, \$100. Acc.

Photoplay, 205 E. 42nd St., New York 17. (M-20) Personality features on Hollywood stars, 3,000. Candid photos of stars. Almost all stories are assigned to avoid duplication, and there is a very limited freelance market. Evelyn Pain. Open rate. Acc. Query essential.

Picture Digest (formerly **Magazine Digest**), 80 Fifth Ave., New York 11. (M-25) Reprints of general interest 800-2,000. Will consider originals. Jackson Burke. \$15-\$100 an article. Pub.

Popular Medicine, 66 Leonard St., New York 13. (Bi-M-35) Articles written by recognized medical writers or medical doctors and recognized psychologists, 1,000-1,500 words. Albert Brandt, Ph.D. Rates by arrangement. Acc.

Practical Knowledge, 210 S. Clinton St., Chicago 6. (M-10) Practical applied psychology, popular mechanics, self-help, vocational articles, 1,000, all written for men who are ambitious to get ahead; jokes, fillers, news items, photos. V. Peter Ferrara. Approx. 2c, photos \$2-\$3. Acc.

Profitable Hobbies, 543 Westport Rd., Kansas City 11, Mo. (M-35) Original how-to-do-it articles built around hobby experience of a specific person who is profiting financially from his hobby, to 3,000; fact items. Particular interest now: usable material about male hobbyists—everything from full length articles to shorts of 200 words or less for Hobby Parade section. T. M. O'Leary. 1c, photos \$1-\$5. Pub.

Quote, P. O. Box 611, Indianapolis 6, Ind. Original anecdotes to 150 words for use of public speakers. Maxwell Droke. Varying rates according to quality. Acc.

The Saturday Review, 25 W. 45th St., New York 36. (W-20) Literary and general articles of ideas, philosophy, education. Poetry of quality. Cartoons. Photos. Peter Rittner, Features Editor. Articles \$75-\$150, verse 50c a line, pictures \$7.50. Pub. Query.

Scene: The International East-West Magazine, 634 N. San Vicente Blvd. Los Angeles, Calif. (M-35) Directed to Oriental families living in Western Hemisphere. Achievement stories of Japanese-Americans. Articles on Japan with anecdotes. All material must be accompanied by photos or drawings. Cartoons. Masamori Kojima. Modest rates. Pub.

Screen Life, Sky Publications, 270 Park Ave., New York 17. (Bi-M-25) Same requirements as for **Hollywood Stars**, above.

Seattle Times Sunday Magazine Section, Box 1892, Seattle 11, Wash. (W-15) Features on Pacific Northwest subjects only, 1,000-1,200. Picture layouts for photo section. No fiction or verse. Chester Gibbon. \$15 for unillustrated article; \$25 with suitable art. Pub.

Sepia, 1220 Harding, P. O. Box 2257, Fort Worth, Texas, (M-25) Top quality punch news and features including scandal, exposé, entertainment, sports, oddities, all with pictures closely keyed to story. All material must deal with the Negro race. Mrs. Adelle Jackson. Open rates. Acc. Query.

Ski Magazine, Hanover, N. H. (Six issues October through March-35) Articles 400-2,000 on ski trips, controversial subjects, techniques, equipment, resorts, personalities. Humor; fillers about skiing. Fred Springer-Miller. 1c-5c, photos \$1-\$10. Pub.

Southwest Review, Southern Methodist University, Dallas 5, Tex. (Q-75) Quality stories to 3,000. Articles on regional, literary, national, world problems. Poetry. Allen Maxwell. Prose ½c, \$5 a poem. Pub.

Stare, 655 Madison Ave., New York 21. (Bi-M-25) Photos—cheesecake, oddities. Exposés. Steve André. Acc.

Sunshine Magazine, The House of Sunshine, Litchfield, Ill. (M-15) Constructive wholesome short stories to 1,500. Henry F. Henrichs, Editor. Rate according to merit. Acc.

Suntime, 1011 Hendricks Ave., Jacksonville 7, Fla. (M-15) No fiction. Articles with zip and Florida flavor 300-750. Harris Powers. \$5 up an article. Pub.

Theatre Arts, 130 W. 56th St., New York 19. (M-50) Articles on the theatre and associated arts, 500-2,000. Most material written on assignment. John D. MacArthur. 2c. Pub.

Tic, P. O. Box 350, Albany 1, New York. Articles for dentists on dental or dental related themes, 800-2,400. Cartoons; photographs and other illustrations, individual or series. Humorous verse to 60 lines. To \$75 on article. Acc.

Town & Country, 572 Madison Ave., New York 22. (M-75) Satirical, topical short stories, articles, essays, on unusual subjects, addressed to a general, mature audience. Small freelance market. Varying rates. Acc.

Trailer Life, 607 S. Hobart Blvd., Los Angeles 5, Calif. Practical articles 500-3,500 pertinent to Americans living in mobile homes. How-to articles with brief but fully explanatory text concerning handy trailer devices, including gardening, trailer patios, interior painting, knickknack building; step-by-step series of photos essential. Travel stories associated with trailering. Articles about hobbies, photography, etc. Editor's guide to writers free on request. David F. Lyon.

Trail-R-News Magazine, 534 W. Colorado St., Box 1551, Glendale, Calif. (M-10) Travel articles built around trailer coach life, 1,200-2,500. Each must be accompanied by two glossy photos. Stock photos acceptable. Articles must deal specifically with a trip or locality. No generalities wanted. Interested in a limited amount of Eastern and Midwestern material. Technical matter by arrangement. Jack Kneass. \$12.50-\$25 an article. Pub. List of requirements available.

Travel, 50 W. 57th St., New York 19. (M-50) What to do and see with cost worked in—anywhere in the world, 1,000-2,500—2,000 preferred. Each month a "Travel Adventure in Fishing" and an "Island Idyll," the latter dealing with some place where you can spend an inexpensive vacation or possibly retire. Photos. Cartoons. Works 3-4 months in advance. Malcolm McTeer Davis. 1c-2c. Acc.

TV, Sky Publications, 270 Park Ave., New York 17. (Bi-M-25) Feature news of television; lives of TV stars; fashions; beauty; homemaking. Joan Curtis, Executive Editor. Pub. Queries essential.

TV Fan, Sky Publications, 270 Park Ave., New York 17. (Bi-M-25) Same requirements as for **TV**, above.

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Virginia Quarterly Review, 1 West Range, Charlottesville, Va. (Q-\$1) Exceptional literary, scientific, political essays 3,000-7,000; short stories and verse of high standard. Charlotte Kohler. Good rates. Pub.

Whisper, 1697 Broadway, New York 23. (Bi-M-25) Exposés, accounts of rackets, strange customs, to 900. Nils Larsen. Good rates. Acc.

Yale Review, 28 Hillhouse Ave., New Haven, Conn. (Q-\$1) Articles on current political, literary, scientific, art subjects 4,000-5,000. Quality short stories. Poetry. Good rates. Pub.

Yankee, Dublin, N. H. (M-25) Articles on New England subjects to 2,000. Poetry, any subject but not over 20 lines, preferably shorter. 2c-10c, verse 25c a line. Pub.

Men's Magazines

Adventure Magazine, 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 2,000-7,000; short-shorts 1,000-1,800; novelettes 10,000-20,000. Articles 2,000-6,000 on adventure, men at work, sports, science, exploration. Fillers 5-1,000. Cartoons. Photos. Alden H. Norton. Fiction \$250 up, non-fiction \$150 up. Acc.

Argosy: The Man's Magazine, 205 E. 42nd St., New York 17. (M-25) "The best available stories for men. Action is important; drama is essential." Short stories to 5,000; novelettes 10,000-15,000. Articles 1,500-5,000—first-person adventure, sports, science, medicine, living. Features. Cartoons. Henry Steeger, Editor; Alden H. Norton, Executive Editor. High rates. Acc.

Bluebook, 230 Park Ave., New York 17. (M-25) Outstanding dramatic fiction of male appeal. Short stories to 6,000; short-shorts 1,000-1,800; novelettes to 15,000; novels to 45,000, or which may be cut to that length. Articles of practical value to the average family man; i.e., pieces that will give him information about any of the things that normally concern him—his house, family, car, insurance, money, job, kids, hobbies; usual length 3,000-4,000. Fillers under 600. André Fontaine. High rates. Acc.

Cavalier, 67 W. 44th St., New York 36. (M-25) Articles: adventure, exposé, self-help—anything that has both excitement and interest for men. Narrative shorts 500-1,000. No fiction. James B. O'Connell, Editor. For promotable lead article \$750, middle-of-the-book articles \$300-\$400, shorts \$50-\$75. Query.

Challenge, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,200-4,000. Photos. Art Unger. Articles \$125 up, photos \$10. Acc. Query.

The Elks Magazine, 50 E. 42nd St., New York 17. (M) National publication of the B. P. O. E. Short stories 3,500-5,000; no fiction of other lengths. Articles—sports, hunting, fishing—and also serious features. Policy is to plan articles and then assign them to national magazine writers. Photos. No verse, fillers, or cartoons. Lee C. Hickey. High rates. Acc. Query.

Esquire, 488 Madison Ave., New York 22. (M-50) Sophisticated unsentimental articles, masculine viewpoint; essays, sketches, short stories, 2,000; cartoons; controversial article ideas. Frederic A. Birmingham. Pays according to quality and length. Acc.

Forest and Outdoors Magazine, 4795 St. Catherine St., W., Montreal 6, Canada. (M-25) Official publi-

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cation of the Canadian Forestry Association and the Ontario Federation of Anglers & Hunters. Dramatic shorts 200-500 on hunting, fishing, conservation in Canada; how-to-do-it articles for outdoor men. R. J. Cooke. 1½-2c. Photos, \$3. Pub.; Acc. if author requires.

For Men Only, 655 Madison Ave., New York 22. (M-25) Short stories 3,000-3,500. Articles—first-person true, rugged, dramatic adventures. Cartoons. Photographs. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Hunting Adventures, 655 Madison Ave., New York 21. (Q-35) Short stories 2,500-3,500. First-person or "as-told-to" articles of true, rugged, dramatic adventures, with photos—hunting and/or fishing background. Cartoons. To \$300, pictures to \$25. Acc. Query.

Male, 655 Madison Ave., New York 22. (M-25) First-person adventure stories of all types; fiction about 3,000-5,000; photo illustrations. Noah Sarlat. To \$500. Acc.

Man's Life, 1790 Broadway, New York 19. (Bi-M-25) Stories to 5,000. Articles to 4,000—crime, adventure, sports, and exposés. Should not be too lurid. Harold Straubing. Fiction and articles \$150-\$250. Acc.

Man's Magazine, 444 Madison Ave., New York 22. (Bi-M-25) Articles 2,200-4,000. Photos. Art Unger. Articles \$125 up, photos \$10. Acc. Query.

Man to Man, 21 West 26th St., New York 10. (M-25) Fiction and non-fiction to 2,000. Articles include sensational material, true adventure, true experience, medical. W. W. Scott. \$50-\$75. Acc.

Men in Action, 655 Madison Ave., New York 21. (Q-35) Short stories 2,500-3,000. First-person or "as-told-to" true, rugged, dramatic adventures with photos if possible. Rugged photo stories. To \$300, pictures to \$25. Acc. Query.

Modern Man, 542 N. Dearborn St., Chicago 10. (M-20) Picture and text material 1,500-3,000 on subjects of strong masculine interest, including automobiles, guns, railroading, aviation, boats, unusual

adventure. Good photos essential with all articles. Cartoons. Ben Burns. \$75-\$100. Acc. Query.

The National Guardsman, 100 Indiana Ave., N.W., Washington 1, D. C. Stories 750-2,000 with appeal to all-male group, ages 17-35. Sports and military (Army and Air Force, not Navy, Coast Guard, Marines) articles 500-3,000. Cartoons. Allan G. Crist. 3c. Pub.

Real, 10 E. 40th St., New York 16. (M-25) Non-fiction and fiction. Book condensations 5,000-20,000. Articles 2,000-5,000 on men in action—first-person dramatic experiences, adventure; exposés, profiles, science and medical pieces, sports, crime. Also picture stories of considerable impact. Fillers to 3,000. Ray Robinson. Competitive rates on all articles with \$150 minimum. Acc. Query.

Saga, 205 E. 42nd St., New York 17. (M-25) True adventure stories for men. All subjects. Narrative strength of first importance. Profiles of adventurous men, preferably in news today, a good bet. Sagas of the past always sought. Picture stories. True humor. Photos. Cartoons. Fillers. Ed Fitzgerald. Featured rates \$150-\$500, fillers \$5-\$50. Acc.

Sirl, 21 W. 26th St., New York 10. (M-25) Short stories 1,500-1,800. Short-shorts. Articles on anything of interest to men—metaphysical, weird, exposés. Cartoons. Photos. Adrian B. Lopez. \$50-\$75 an article; pictures \$5-\$7.50. Acc. Query.

Sport Life, 655 Madison Ave., New York 22. (Bi-M-35) Short stories 2,000-4,000. First-person, true, rugged, dramatic, hunting and fishing articles; also photo stories of same type. Cartoons. Animal photos. Noah Sarlat. To \$300, pictures to \$25. Acc. Query.

Sportsman Magazine, 655 Madison Ave., New York 22. (Bi-M-35) Noah Sarlat. Same requirements as **Sport Life**, above.

Stag, 655 Madison Ave., New York 22. (M-25) Chiefly first-person true adventure pieces of all types, 2,000-3,000. Picture stories. Fiction. Noah Sarlat. Up to \$500. Acc.

True, **The Man's Magazine**, 67 W. 44th St., New York 36. (M-25) Factual stories of interest to men 2,000 up—average 5,000-6,000. Always needs true, first-person adventure. Two-column fillers, 500-1,000. One novelette length (20,000) each issue. No fiction. Douglas S. Kennedy. High rates. Acc.

Women's and Home Service Magazines

American Baby, 180 Riverside Drive, New York 24. (M-25) Articles to 1,000. Special need: articles by doctors. No verse. No photos. Beulah France, R.N. ½c. Pub. Acc. on articles by doctors.

The American Home, 444 Madison Ave., New York 22. (M-25) Practical articles pertaining to home, interior decorating, building, gardening, food, home-crafts, 800 to 2,000. Illustrated how-to-make or how-to-do articles on homemaking subjects. Mrs. Jean Austin. Varying rates. Acc.

Baby Care Manual, Parents' Institute, 52 Vanderbilt Ave., New York 17. (Q-give-away through hospitals to new mothers) All articles reprinted from **Parents' Magazine**. Photos. Marie Walker. Photos \$25. Acc.

Baby Post, 30 East 60th Street, New York 22. (M-25) Overstocked; not in market.

Baby Talk, 149 Madison Ave., New York 16. Experience articles mother-father-baby, 500-1,000; fillers; verse. Deirdre Carr. 2c-3c. Acc.

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Baby Time, 424 Madison Ave., New York 17. (M-25) Articles and stories 500-750 of interest to new and expectant mothers; verse; photos. Lee Robba. \$5 an article. Acc.

Better Homes & Gardens, 1716 Locust St., Des Moines 3, Iowa. (M-25) Architectural, home decorating, and gardening articles largely staff-written. Special Features Department seeks high caliber general articles on practically any subject except politics, sports, and medical "scars." Wants profiles and family stories about important people who are not necessarily celebrities. Photos. Cartoons. No fiction, little verse. Hugh Curtis, Editor; James M. Liston, Special Features Editor. Articles to \$1,200. Acc. Query.

Better Living, 230 Park Ave., New York 17. Limited fiction market, usually through agents. Articles on personalities and subjects of interest to women; freelance contributors welcome when outline is presented. Barbara Hewson. Good rates. Acc.

Bride's Magazine, 527 Fifth Ave., New York 17. (Q) Articles 100-1,500, covering fashions, furnishings and home decorations, etc., of interest to brides; verse. Helen E. Murphy. Varying rates. Acc.

Canadian Home Journal, 73 Richmond St., W., Toronto, Canada. (M-20) Short stories to 7,000. Mary-Etta Macpherson. Acc.

Canadian Homes and Gardens, 481 University Ave., Toronto, Canada. (M-25) Practical how-to-do-it articles on subjects of interest to homemakers; keep in mind Canadian geography and climate. Photos. Varying rates. Acc.

Catholic Home Journal, 220 37th St., Pittsburgh 1, Pa. (M-20) Love or domestic stories 1,800-2,000. Articles on the home, child care, etc., preferably illustrated, 1,800-2,000. Verse about home and children, 12-16 lines. Rev. Urban Adelman. 1c up. \$5 a poem. Acc.

Charm, 575 Madison Ave., New York 22. (M-25) Articles of interest to women who work, 1,500-5,000. Helen Valentine. Varying rates. Acc.

Chatelaine, 481 University Ave., Toronto 2, Canada. (M-20) Fiction: short-stories to 6,000; occasional novelettes to 15,000; occasional two-parters. Articles to 3,500: "you interest" including medical; first-person on medical, marital, or emotional topics, including lively opinion pieces. Prefers Canadian background if any. Acc.

The Christian Home, 810 Broadway, Nashville, Tenn. (M-20) Articles 1,000-2,000 on family relationships, child guidance; stories 2,500-3,500, of interest to parents of children and teen-agers; verse; photos of family groups. Dr. Joy Bayless. Stories and articles 1½c, verse 25c a line. Acc.

Christian Parent, 1222 Mulberry St., Highland, Ill. (M) Articles and short stories 100-2,000 with Christian home life and Christian child training themes; fillers; cartoons; photos. M. P. Simon. ½c. Acc.

The Country Guide, 290 Vaughn St., Winnipeg, Man., Canada. Short stories, first or second rights, of general appeal to rural readers. Some verse in home department and children's page. How-to-do and how-to-make material for homemakers. Food articles are staff-written. Photos of general and home interest. Cartoons (submit roughs). Miss Amy J. Roe, Fiction and Home Editor. Varying rates for prose and verse, photos \$2.50-\$5. Acc.

Everywoman's Magazine, 16 E. 40th St., New York. (M-5) Quality and family stories to 6,000; humor or helpful articles with subjective slant to 3,000; short humor for "That Man Is Here"; features on "unforgettable" women characters. J. Walter Flynn. Acc.

Family Circle Magazine, 25 W. 45th St., New York 36. (M-5) Short stories 2,500; short-stories 1,200; novelettes rarely used. Articles on family relationships, health, child care, family leisure-time ac-

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tivities, financial, travel, personalities, etc. Some verse. Cartoons. Photos. Robert M. Jones. Competitive rates, depending on subject and quality of material. Acc.

Family Digest, Huntington, Ind. (M-20) Articles, 500-1,500; short stories, 1,000-2,000, on home and family subjects. F. A. Fink. 1c-2c. Acc.

The Family Handyman, 211 East 37th St., New York 16. (Bi-M-35) Subject matter: home improvement, repair and maintenance of interest to do-it-yourself homeowners. Photos of work in progress and/or finished glamour views of basements, attics, terraces, built-ins, playrooms, kitchens, etc., that can be used with the how-to stories. Harold Joseph Highland. 5c, black-and-white glossy 8x10 photos \$7.50 up. Pub.

Flower Grower—The Home Garden Magazine, 70 E. 45th St., New York 17. How-to articles by and about experienced gardeners, photographs of gardens and flowers; articles to 1,500. Fillers 100-200. John R. Whiting. Articles \$5-\$125, photos \$5-\$10, color photos to \$100. Acc.

Glamour, 420 Lexington Ave., New York 17. (M-25) Articles of interest to young career women, to 1,500; no fiction or poetry. Kate Lloyd. \$50 up. Acc.

Good Housekeeping, 57th St. and Eighth Ave., New York 19. (M-35) Stories of quality to 25,000; short articles; verse. Herbert R. Mayes. Excellent rates. Acc.

Harper's Bazaar, 572 Madison Ave., New York 22. (M-50) Distinguished short stories only; not popular magazine material. Prefers articles in outline form. Alice S. Morris, Literary Editor. Good rates. Acc.

Home Life, 127 Ninth Ave. N., Nashville 3, Tenn. (M-15) Short stories 1,500-3,000 and feature articles of interest to home and family groups, Christian viewpoints, 750-800; short poems of lyric quality, human interest, and beauty; occasional photos; fillers, cartoons, and cartoon ideas. Joe W. Burton. To 3c. Acc.

House and Garden, 420 Lexington Ave., New York 17. (M-50) Home decoration, gardening, landscaping, building and remodeling, unusual travel and architectural articles; articles on music, food, and the art of good living, 1,500-2,000. Good rates. Acc.

House & Home, 9 Rockefeller Plaza, New York 20. Limited market for material on outstanding architect-designed homes and housing developments, with first-class architectural photographs. P. I. Prentice. Acc. Query.

House Beautiful, 572 Madison Ave., New York. (M-50) Articles on building, remodeling, decorating gardening, entertaining, cooking, house maintenance, home furnishing, etc., to 2,000, with photos; fillers. Largely staff-written. Elizabeth Gordon. Acc.

Household, 912 Kansas Avenue, Topeka, Kan. (M-10) Practical how-to articles on building, home maintenance, remodeling, furnishing, decorating, gardening, and food. Also general-interest articles slanted to interests of medium- and small-town families on health, travel, family relations, family economics, child care, and social problems. Picture stories on all how-to subjects. Limited amount of light verse and cartoons. Robert P. Crossley. Top prices for all material. Acc.

Independent Woman, 1790 Broadway, New York 19 (M-15) Official publication of the National Fed-

eration of Business and Professional Women's Clubs. Articles 500-2,000 of special interest to women who earn their own living. Verse. Photos. Art work. Frances Maule. \$10-\$35. Acc.

Ladies' Home Journal, Independence Square, Philadelphia 5. (M-35) Articles 2,000-5,000; short stories 4,000-7,500; serials, 50,000-70,000; novelettes 20,000-4,000; short lyric verse; fillers, cartoons. Bruce Gould, Beatrice Blackmar Gould. Top rates. Acc.

Life Today, Southport, Conn. (Bi-M-25) Practical, inspirational articles 500-2,000 on marriage, love, divorce, family life in U. S., community problems. Sara Judson. 2c. Pub.

Living for Young Homemakers, 575 Madison Ave., New York 22. (M) Small market for short articles, 1,000-1,500, on how-to-do in home, garden, health, children, etc., sometimes with photos. Edith Brazwell Evans. Varying rates. Acc.

Mademoiselle, 575 Madison Ave., New York 22. (M-35) Short stories and articles of interest to young women aged 18-30, 2,500-3,500. Cyrrilly Abels. Acc.

Marriage Magazine, 270 Park Ave., New York 17. (Semi-A-35) Sound, helpful, readable articles on all marriage problems. Douglas Lurton. Good rates. Acc.

McCall's, 230 Park Ave., New York 17. (M-25) Serials, 40,000; complete novels, 12,000-20,000; novelettes, 8,000-10,000; short stories, 3,000-6,000; short shorts. Articles. Otis L. Wiese, Editor and Publisher; Betty Parsons Ragsdale, Fiction Editor. First-class rates. Acc.

Modern Baby. Same address and requirements as **Baby Time**.

Modern Bride, 366 Madison Ave., New York 17. (Q-50) Practical articles to 1,500 on wedding planning and related subjects. Virginia A. Maves. \$100 up. Acc.

Modern Needlecraft, 551 Fifth Ave., New York 36. (Q-35) Ideas or news regarding all phases of needlecraft. Maggie Meehan.

Mother's Magazine, David C. Cook Publishing Co., Elgin, Ill. (Q-10) Articles to 1,000 on teaching religion in the home. Religious verse. Iva Hoth. 1c, verse 20c a line. Acc.

My Baby Magazine, 435 Fifth Ave., New York 16. (M-free) Articles on expectant motherhood, baby and child care; personal experiences. Material must deal with children under 3 years. Photos. Joan Bel Geddes. 1c-3c. Acc. Query.

Parents' Magazine, 52 Vanderbilt Ave., New York 17. (M-35) Articles on family relationship, child care and guidance, 1,500-2,000. Mrs. Clara Savage Littledale. Articles, \$150. Acc.

Popular Gardening, 383 Madison Ave., New York 17. (M-25) Practical gardening articles, successful gardening by young home owners, 1,000, with photos. Paul F. Frese. 3c. Pub.

Sunset, Menlo Park, Calif. (M-20) Largely staff-written. Purchases from West Coast contributors only. Western travel, Western home, Western food, Western crafts, Western gardening, how-to-do-it articles. Acc. Query.

Today's Baby. Same address and requirements as **Baby Time**.

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U. S. Lady, Walker Bldg., Washington 5, D. C. (M-35) Short-short stories to 1,500. Articles of special interest to wives of Armed Services men or women in the services and traveling families. No general interest women's material. A small amount of verse. Paragraph fillers. Cartoons. Photos. G. Lincoln Rockwell. To 20c, pictures \$2-\$10. Acc. Query.

Vogue, 420 Lexington Ave., New York 17. (Semi-M-50) Articles of interest to men and women, 1,500-2,000; photos. No poetry. Occasional fiction. Jessica Daves. Good rates. Acc.

Western Family, 1300 N. Wilton Pl., Hollywood 28, Calif. (M) Light, romantic fiction to 2,500; short shorts and well-illustrated how-to-do-it articles of interest to the homemaker, to 1,000; 2-part serials. Web Jones. 5c. Acc.

Woman's Day, 19 W. 44th St., New York 36. (M-5) Serious, humorous, and topical articles, 1,800-2,000; inspirational; how-to; fillers. Stories of substance, human interest, humor, satire, suspense, 2,500-5,000. Mabel Hill Souvaine, Editor; Betty Finnin, Fiction Editor. No set rate. Acc.

Woman's Home Companion, 640 Fifth Ave., New York 19. (M-35) Women's and family interest. Articles, 2,500-6,000; short stories to 6,000; novelettes 15,000; short novels to 20,000; serials to 60,000. Particularly interested in book-length non-fiction for condensation or serialization and in articles of direct helpfulness to women. Woodrow Wirsig, Editor; Elliott Schryver, Fiction Editor; J. Robert Moskin, Article Editor. First-class rates. Acc.

Woman's Life, 270 Park Ave., New York 17. (Q-35) Helpful entertaining articles, 400-2,500, on all phases of a woman's life. Douglas Lurton. Good rates. Acc.

The Workbasket, 543 Westport Rd., Kansas City 11, Mo. (M-15) Articles to 1,500 about women who have raised their family living standards economically. 2c, photos to \$5. Acc.

Your New Baby, Parents' Institute, 52 Vanderbilt Ave., New York 17. (M-give-away through diaper services and infants wear departments) Articles 700-2,000 on baby care and family living by parents or specialists in child care. Fillers. Photos. Marie Walker. Articles \$35-\$50, photos \$25. Acc.

Confession

Confidential Confessions (Ace), 23 West 47th St., New York 36. Dramatic first-person stories with "hit-home" problems about marriage and courtship. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To 3c. Acc.

Daring Romances (Ace), 23 West 47th St., New York 36. Realistic first-person marriage and courtship stories with emphasis on the man-woman problem. Strong emotional style. Shorts from 2,500 to 6,500; novelettes 10,000. Rose Wyn. To 3c. Acc.

Intimate Romances (Romance), 295 Madison Ave. New York 17. (M-25) First-person stories of serious love conflict or problem situations with realistic, everyday characters 5,000-8,000; novels, 10,000-14,000. 3c up.

Modern Romances (Dell), 261 Fifth Ave., New York 16. (M-15) First-person real-life stories. Annual and special contests for cash prizes. Write in if you want to be put on mailing list for announcements. Also short articles 400-1,000, dealing with parenthood, young mothers with small children, pregnancy, postnatal health and beauty problems. Articles carry bylines. Henry P. Malmgreen. 4c and 5c. Acc.

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Personal Romances (Ideal), 295 Madison Ave., New York 17. (M-25) First-person romances, young heroes and heroines, with strong emotional problems logically worked out, 3,000-12,000. Hilda Wright. 3c and up. Pub.

Real Romances (Hillman), 535 Fifth Ave., New York 17. (M-15) First-person short stories to 7,500; novelettes 8,500-10,000; articles 500-1,000; fillers. Written from viewpoint of both men and women. Mary Rollins. 3c. Acc.

Real Story (Hillman), 535 Fifth Ave., New York 17. (M-15) For requirements see **Real Romances**.

Revealing Romances (Ace), 23 W. 47th St., New York 36. (M-15) First-person stories of courtship and marriage with strong reader identification. Stories must be up-to-date, deal with problems that hit home and reflect modern-day living. Short stories 2,500-6,000; novelettes 10,000. Articles and fillers 300-1,000. Romantic verse to 20 lines. Rose Wyn. 3c up, verse 50c a line. Acc.

Romance Confessions, 19 44th St., New York 36. (Bi-M-25) For requirements see **Romance Time**, below.

Romance Time, 19 W. 44th St., New York 36. 36. (Bi-M-25) Strong, dramatic, emotional first-person stories based on women's real-life experiences, 3,000-8,000. Articles to 3,000 on teen, courtship, marriage problems. Elaine Moss. Stories 3c a word, articles about \$100. Acc.

Secrets (Ace), 23 W. 47th St., New York 36. (M-20) Dramatic first-person stories of courtship and marriage with emphasis on realism and emotional tone. Shorts 2,500-6,000, novelettes 10,000. Articles on marriage, courtship, personality to 1,000. Romantic verse to 20 lines. 3c up, verse 50c a line. Acc.

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Teen Age Confessions (Popular) 205 E. 42nd St., New York 17. Directed specifically to the problems of teen age youth, male and female. Maximum length 10,000. Prefers to work from outline. Peggy Graves. 3c up. Acc.

True Confessions (Fawcett), 67 W. 44th St., New York 36. (M-15) Short stories 2,000-10,000; novels 18,000-20,000. Must be realistic stories, with strong characterization and sincere emotion, based on problems of life today; dramatic impact is necessary. The really "different" story is welcomed. Fact, exposé, or inspirational articles occasionally used. Fillers 500-1,000. Florence J. Schetty. 5c. Acc.

True Experience (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person true stories of emotional experiences in the lives of women. To 10,000. F. Gould. Payment to \$375, according to editorial impact and length of story. Acc.

True Love Stories (Macfadden), 205 E. 42nd St., New York 17. (M-15) First-person stories. May C. Kelley. 500-1,000 words, \$50; 1,500-2,000, \$75;

2,500-3,000, \$100; 4,500-5,500, \$175; 6,500-8,000, \$250; 10,000-12,000, \$400. Acc.

True Romance (Macfadden) 205 E. 42nd St., New York 17. (M-15) F. Gould. First-person short stories 4,000-6,000, \$250; novelettes 10,000, \$375; short-stories 2,000-3,500, up to \$250. Acc.

True Story (Macfadden), 205 E. 42nd St., New York 17. (M-20) Stories to 7,000; novelettes 9,000; double-lengths 11,000; 2-part serials, 7,000-10,000 per installment. Nina Dorrance. Surprise-ending short-stories \$100, average-length stories \$250-\$300, novelettes \$400, double-lengths \$500, serials \$425 each installment. Acc.

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Amazing Detective Cases (Postal), 655 Madison Ave., New York 21. (Q-25) Fact articles on crime cases with mystery and good detective work, 1,500-2,000. Official by-lines preferred. Robert E. Levee. 2c up, photos \$5. Acc.

Best True Fact Detective (Skye), 270 Park Ave., New York 17. (Bi-M-25) For requirements see **Police Detective**.

Complete Police Cases (Postal), 655 Madison Ave., New York 21. (Q-25) For requirements see **Amazing Detective Cases**.

Front Page Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Crime articles dealing with personalities, unique police methods, exposés, 3,500. True crime short-stories 500-750. On-the-scene crime photos. Carmena Freeman. \$150-\$250; photos \$6 (more for series). Acc. Query on everything except picture stories.

Inside Detective (Dell), 261 Fifth Ave., New York 16. (M-25) Some requirements as **Front Page Detective**. Carmena Freeman.

Master Detective (Macfadden), 205 E. 42nd St., New York 17. (M-25) Fact crime stories to 6,000, emphasizing suspense. Some old crimes represented. Hugh Layne. \$150 up. Acc. Query with outline.

Official Detective, 400 N. Broad St., Philadelphia 30, Pa. (M-25) True detective crime-detection stories 5,000-7,000; photos. H. A. Keller, 2½c up. Acc.

Police Detective (Skye), 270 Park Ave., New York 17. (Bi-M-25) Articles 2,500-3,000 on crime, rackets; unusual crime stories; also shorts 250-1,000 on similar subjects. Exposé and confession-type articles emphasized. Contemporary murder cases preferred. Wm. Carrington Guy, Editor. Acc.

Real Police Stories (Fawcett), 67 W. 44th St., New York 36. (Bi-M-25) True stories, 5,000-6,500 (3c. Acc.) covering almost any type of crime, but chiefly cases involving homicide. Preference is for cases containing mystery, with stress on investigative work. Sensational action-chase stories and gripping human-interest tales also considered. Case photos required, \$5. Pub. Also filler-stories 300 to 800 with ironic, bizarre or humorous turn. 5c. Acc. Joseph Piazza.

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Startling Detective (Fawcett), 67 W. 44th St., New York 36. (Bi-M-25) Factual crime material, including some older cases, 4,000-6,000. Hamilton Peck. 3c (with extra payment for official byline if available). Acc. Photos \$5. Pub. Query before writing story.

True Cases of Women in Crime (Skye) 270 Park Ave., New York 17. (Bi-M-25) Articles 2,500-3,000 on women criminals, rackets; also shorts 350-1,000. Contemporary cases preferred. Wm. Carrington Guy, Editor. Acc.

True Crime. For requirements see **Police Detective**, above.

True Detective, 206 E. 43rd St., New York 17. (M-25) Suspenseful current true detective crime sto-

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True Police Cases (Fawcett), 67 W. 44th St. New York 36. (M-25) Fact detective stories to 7,000. Crime or police features to 2,000. Particularly interested in first-person stories or features under the by-line of a person on either side of the law; and in sensational exposés of crime conditions in major cities. Joseph Corona. 3c up. Acc.

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Ellery Queen's Mystery Magazine (Mercury), 471 Park Ave., New York 22. (M-35) Stories of detection, crime, mystery. No supernatural stories per se, although if a legitimate mystery, crime, or detective short story has supernatural or horror element, O. K. No taboos, no angles editorially except that quality must be high. "Ellery Queen." Originals, \$200 up for average length. Reprints, \$75 up. Acc.

Famous Detective Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Detective fiction stressing plot and characterization. Murder mysteries preferred—straight crime and gangster stories not wanted. Robert W. Lowndes. ½c up. Pub.

Justice, Magazine Management Co., 655 Madison Ave., New York 21. Suspense, crime-adventure fiction with woman interest; shorts 2,000 to 4,000; novelettes 8,000 to 10,000. Harry Widmer. 2c up. Acc.

Manhunt (Flying Eagle), 545 Fifth Ave., New York 17. (M-35) Fiction of any length 1,000-25,000; serials on order only. Tough, hard-boiled, or realistic stories in the detective-crime field. Seeks only the best. Fact material is staff-written or contracted for. John McCloud. 2c-5c, much higher on occasion. Acc.

The Saint Detective Magazine, 471 Park Ave., New York 22. (M-35) Stories 1,000-15,000 of any type dealing with crime. Emphasizes quality. Uses some reprints, chiefly by big names. Leo Margulies. 1c. Acc.

Smashing Detective Stories (Columbia), 241 Church St., New York 13. (Bi-M) Same requirements as **Famous Detective Stories**, above.

Not currently buying: **Black Book Detective**, **Conflict**, **Five Detective Novels**, **15 Detective Stories**, **G-Man Detective**, **Malcolm's**, **The Phantom Detective**, **Popular Detective**, **Thrilling Detective**, **Triple Detective**.

Love Story

Exciting Love (Thrilling), 10 E. 40th St., New York 16. (Q-25) Novelettes, 8,000-16,000; short stories 1,000-6,000. Alex Samalman. 1c. Acc.

Gay Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. ½c up. Pub.

Golden West Romances (Thrilling), 10 E. 40th St., New York 16. Not in market at present. Helen Tono.

Ideal Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Third-person love stories to 15,000. Marie A. Park. ½c up. Pub.

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The manuscript market lists published in **AUTHOR & JOURNALIST** are recognized as tops in accuracy and reliability.

Special market lists are contained in the following issues, copies of which are available at 25c each postpaid:

Specialized Magazines—religious, hobbies, health, etc. September, 1954

Little Magazines, Company Publications. October, 1954

Book Publishers. November, 1954

Business (Trade) Publications. December, 1954

Juvenile Magazines. February, 1955

Filler Markets, Jewish Publications. March, 1955

Poetry, Including Light Verse. April, 1955

Comic Books. May, 1955

Farm Publications, Travel Markets. June, 1955

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Real Western Romances (Columbia), 241 Church St., New York 13. (Bi-M-25) Love stories of the Old West, with action element in background. Stress color and characterization. Short stories to 5,000; novelettes 8,000 to 12,000. Marie A. Park. ½c up. Pub.

Thrilling Love Magazine. Now combined with **Exciting Love**.

Today's Love Stories (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories and novelettes with strong love interest 1,000-15,000; verse with love theme, 4-20 lines. Marie A. Park. ½c up. Pub.

Western Rodeo Romances (Thrilling), 10 E. 40th St., New York 16. Not now buying.

Science Fiction, Fantasy

Amazing Stories (Ziff-Davis), 366 Madison Ave., New York 17. (Bi-M-35) Science-fiction short stories 1,000-10,000. Howard Browne. 1c up. Acc.

Astounding Science Fiction (Street & Smith), 304 E. 45th St., New York 17. (M-35) Science short stories to 8,000, novelettes 10,000-20,000; serials 30,000-100,000. Articles on recent science developments; query. John W. Campbell, Jr. 3c up. Acc.

Beyond (Galaxy), 421 Hudson St., New York 14. Short-stories 2,000-3,000; short stories to 6,000; novelettes 7,500-12,000; novellas 20,000. Exclusively quality fantasy slant. H. L. Gold. 2c up, minimum \$75. Acc. Overstocked at present. MSS. being returned unread.

Fantastic (Ziff-Davis), 366 Madison Ave., New York 17. (Bi-M-35) Science fiction to 10,000. Emphasis on action and fast pace. Cartoons. Howard Browne. 1c up. Acc.

Fantastic Story Magazine. Now combined with **Startling Stories**.

Fantastic Universe, 471 Park Ave., New York 22. (M-35) Stories 1,000-15,000—science fiction as well as fantasy. Articles chiefly on assignment. Leo Margulies. 1c. Acc.

Fantasy and Science Fiction (Mercury), 471 Park Ave., New York 22. (M) Science fiction and fantasy, 1,000-20,000, occasionally longer. Uses some reprints. Send MSS. to editorial address, 2643 Dana St., Berkeley 4, Calif. Anthony Boucher. 2c up, first North American and foreign serial rights only; reprints \$50 up a story. Acc.

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Fate Magazine, 806 Dempster St., Evanston, Ill. (M-35) Articles under 3,000 on psychic, unusual, unexplained happenings. "True Mystic Experiences" and "Survival" department stories, about 250 words. Robert N. Webster. 2c up. Pub.

Galaxy Science Fiction (Galaxy), 421 Hudson St., New York 14. (M-35) Short-stories 2,000-3,000; short stories to 5,000; novelettes 7,500-12,000; novellas 15,000-18,000; serials 30,000-65,000.

(Galaxy Science Fiction Novels)—bimonthly paper-bound reprints—are completely separate from **Galaxy Science Fiction** magazine. Exclusively quality science-fiction slant. H. L. Gold. 3c up, minimum \$100. Acc.

If—Worlds of Science Fiction, Quinn Publishing Co., Kingston, N. Y. (Bi-M-35) Science fiction, not-fantasy. Stories to 12,000—under 5,000 preferred. Articles on assignment only, but inquiries will be considered. James L. Quinn. 2c up. Acc.

Imagination, P. O. Box 230, Evanston, Ill. (M-35) Science-fiction stories, 1,000-20,000. Solidly plotted stories with good action and characterization, embodying human interest problems—now, in the past, or in the future—readers can understand and sympathize with. Cartoons. William L. Hamling. 1c up, cartoons \$5. Acc.

Mystic, Box 56, Station V, Cincinnati 10, Ohio. (Bi-M-35) Occult factual experiences, fiction based on occult science—no ghost or horror articles. Particularly needs material dealing with various phases of occultism and mysticism. 1,000-15,000. Ray Palmer and Bea Mahaffey. Rates by arrangement.

Other Worlds, Box 56, Station V, Cincinnati 10, Ohio. (Bi-M-35) All types of science fiction; some fantasy; no weird or ghost stories. Requires sound plotting and convincing characterization. 1,000-15,000. Ray Palmer and Bea Mahaffey. Rates by arrangement.

Planet Stories (Fiction House), 1658 Summer St., Stamford, Conn. (Q-25) Short stories 2,000-7,000; novelettes 8,000-14,000; novels 15,000-20,000. Science-fiction stories with good action, suspense, and alien-worlds atmosphere. No restrictions, though less fantasy is bought than other types. Jack O'Sullivan. 1½-2c. Acc.

Science Fiction Adventures (Future), 80 Fifth Ave., New York 11. (Bi-M-35) Fast-moving science fiction. Harry Harrison. To 3c. Acc.

Science Fiction Quarterly (Columbia), 241 Church St., New York 13. (Q-25) Same needs as **Science-Fiction Stories**, below. ½c up. Pub.

Science Fiction Stories (Columbia), 241 Church St., New York 13. (Bi-M-35) Science fiction with adult motivation to 5,000; novelettes, 8,000-12,000. No fantasy. Robert W. Lowndes. ½c up. Pub.

Startling Stories (Thrilling), 10 E. 40th St., New York 16. (Q-25) Science-fiction short stories and 25,000-word novels. Alexander Salzman, Senior Editor; Herbert D. Kastle, Editor. 1c up. Acc.

Thrilling Wonder Stories. Now combined with **Startling Stories**.

Sports

Baseball Magazine, Washington Bldg., Washington 5, D. C. (8 times yr.-35) Short and short-short fiction slanted to baseball—may involve romance or mystery. Articles and photos related to baseball. No verse. Earl C. Noyes. Payment by arrangement. Query.

Complete Sports (Stadium), 655 Madison Ave., New York 21. (Bi-M-25) All lengths of sport fiction to 20,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

Sport (Macfadden), 205 E. 42nd St., New York 17. (M-25) Personality and behind-the-scenes features, controversial subjects of interest to sport fans. Baseball and boxing the year round. Other sports in season. Articles 2,500-3,500. Ed. Fitzgerald. Payment

AUTHOR & JOURNALIST

\$200-\$500 depending on length. Briefs for SPORTalk department \$5-\$10. Acc.

Ten Story Sports (Columbia), 241 Church St., New York 13. (Q-25) Fast-moving stories dealing with all kinds of sports, to 10,000. Love interest and humor acceptable in sports stories. Occasional fact fillers. Robert W. Lowndes. ½c. Pub.

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Action-Packed Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories 2,000-5,000; novelettes 10,000-15,000. Robert W. Lowndes. ½c up. Pub.

Best Western Magazine (Stadium), 655 Madison Ave., New York 21. (Bi-M-25) Same requirements as **Western Novel & Short Stories**, below.

Complete Western Book Magazine (Stadium), 655 Madison Ave., New York 21. (Bi-M-25) Western novels to 20,000; shorts to 5,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

Double Action Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Short stories, 2,000-5,000; novelettes 10,000-20,000. Robert W. Lowndes. ½c up. Pub.

Famous Western (Columbia), 241 Church St., New York 13. (Bi-M-25) Novelettes, 8,000-16,000; short stories to 5,000, articles to 2,000. Stresses characterization and adult motivation. Robert W. Lowndes. ½c up. Pub.

Fifteen Western Tales (Popular), 205 E. 42nd St., New York 17. (Bi-M-25) Short stories 2,500; novelettes to 10,000. Verse. Fillers. D. Greenburg. 1c up, verse 25c a line. Acc.

Real Western Stories (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Famous Western**, above.

Texas Rangers (Thrilling), 10 E. 40th St., New York 16. (M-25) Fast-moving, action-packed short stories, 1,000-5,000. Novelettes 9,000-15,000. Book-length novels by arrangement. James Hendryx, Jr. 1c up. Acc.

Triple Western (Thrilling), 10 E. 40th St., New York 16. (Bi-M-25) Western short stories to 5,000; adult novelettes 20,000-30,000 words. No taboos. James Hendryx, Jr. 1c up. Acc.

True West, P. O. Box 5008, Austin 31, Tex. Editorial Office: Box 266, Mason, Texas. (Q-25) An all-fact magazine of the Old West—badmen, gold rush days, cattle drives, ghost towns, range wars, etc. Articles 1,500-5,000—6,000 on an extraordinary subject. Old photos. Completely overstocked. Fred Gipson. 1c. Pub.

2-Gun Western (Stadium), 655 Madison Ave., New York 21. (Bi-M-25) Short-stories 500-2,000; short stories 1,000-9,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

Western Action (Columbia), 241 Church St., New York. (Bi-M-25) Same requirements as **Double Action Western**, above.

Western Novel & Short Stories (Stadium), 655 Madison Ave., New York 21. (Bi-M-25) Short stories 1,000-6,000; novels to 20,000. Robert O. Erisman, Editor; Arthur Lane, Associate. 1c up. Acc.

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(answer to question on page 10)

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Contests and Awards

The Harper \$10,000 Prize Novel Contest for 1956 is now open. The author of the winning novel will receive \$2,000 as an outright prize, independent of royalties, and \$8,000 as a minimum guarantee of royalties to be paid six months after publication.

The Harper contest is conducted biennially. Three of the 15 winning novels in past years were also awarded the Pulitzer Prize. The 1954 contest drew more than 850 entries.

"The Harper Prize Novel Contest," the announcement states, "is designed to give recognition to a work of outstanding merit in the field of fiction. The rules of the contest do not limit the works to first novels, although it is the publisher's hope that the award may give encouragement to a new and perhaps unknown author. The contest is not limited to citizens of the United States, but only manuscripts hitherto unpublished in the English language may be submitted."

Closing date, June 1, 1956. Address Prize Novel Contest, Harper & Brothers, 49 E. 33rd St., New York 16, N. Y.

Contests Soon to Close

More detailed data appear in the issues of *Author & Journalist* indicated.

Albert Ralph Korn Contest, attention Lane Van Hook, 154 Pearsall Drive, Mount Vernon, N. Y., for poem not exceeding 32 lines. Prize, \$100.

Closing date, October 1. (*Author & Journalist*, February.)

Charles Austin Beard Memorial Prize, Alfred A. Knopf, Inc., 501 Madison Ave., New York 22, for a book manuscript in American history. Prize, \$500 plus publication contract. Closing date, July 31. (*Author & Journalist*, January.)

Ellery Queen Contest, 471 Park Ave., New York 22, for detective or crime stories to 10,000 words. Prizes, \$1,500, \$1,000, and ten of \$500 each. Closing date, October 20. (*Author & Journalist*, June.)

Modern Romances Story Contest, 261 Fifth Ave., New York 16, for true-to-life stories. Prizes, \$100-\$1,000. Closing dates, August 31, December 31. (*Author & Journalist*, January.)

Norton Gallery players, Palm Beach, Fla., for full-length play. Prize, \$200 plus production. Closing date, September 1. (*Author & Journalist*, June.)

Poets' Club of Chicago, 848 Sunnyside, Chicago 40, contest for sonnets. Prizes, \$20, \$15, \$5. Closing date, September 15. (*Author & Journalist*, June.)

The *Saturday Review's* World Travel Photographic Awards, 25 W. 25th St., New York 36, for travel photographs by amateurs. Prizes, air flight around the world and 25 other prizes. Closing date, October 15. (*Author & Journalist*, June.)

Seventeen, 488 Madison Ave., New York 22, for stories 2,000-3,500 words by writers 13-19 years old. Prizes, \$500, \$200, three of \$100 each. Closing date, July 31. (*Author & Journalist*, May.)

Beware of Friends and Relatives

[Continued from Page 16]

quite good enough for publication. Perhaps now he will even see *what* the story lacked, do some rewriting, and this time turn it into salable copy.

When this happens, the writer has learned something valuable—not just his realization that the story contained errors, but his knowledge that rejections can be turned to advantage.

An editor is an important man. Further, he is a friend, not an enemy, in spite of the rejection slips he persists in sending out. You may think an editor sounds cold and unfeeling, but he is not. If you are a trained writer, his rejection tells you plainly that your work is not up to your best, or that you have not studied his magazine enough. When you give him what he wants, he will give you a warm, hearty welcome.

Few stories are ever written that cannot be im-

proved through revision. Don't look at your finished manuscript through rose-colored glasses. Look at it coolly, deliberately, and analytically. There are faults. Find them and correct them. Polish it. And repolish it.

Don't forget that many writers—now famous—worked for years before making a sale. So don't you give up merely because of a few rejection slips.

When your friends or relatives start to discourage you about your chances, don't listen. On the other hand, don't let their soft soap give you unjustified hope for immediate success.

And if this reaches any friends or relatives of writers, especially beginning writers, I would like to recall to them two familiar sayings: first, when a person is trying to prove himself, accent the positive, and soft-pedal the negative. Second, honesty is the best policy—and who are you to know whether the material is good, bad, or indifferent?

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THIS WEEK with a circulation of about 10,000,000 publishes the best short-shorts obtainable and pays the highest rates. This booklet shows what makes a **This Week** short-short tick. Stewart Beach, Fiction Editor of **THIS WEEK**, writes me regarding this booklet: "I read with a great deal of interest your analysis of a **This Week** short-short and I thought it was just right. I felt it was something of a classic . . ." It will be mailed free to all writers seriously interested in writing short-short fiction.

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Vol. II, No. 6

July, 1955

Another Vantage Sellout! Edition Gone in 4 Months!

The Duke of Sin, a satire by Charles M. Wayne of West Virginia, has joined the ever-increasing list of *Vantage Press* sellouts. Released at the end of 1954, the first edition of this \$2.00 best-seller was completely sold within four months. Although a first novel by an unknown author, the book, with skillful promotion, captured the public's fancy at once, and has brought Mr. Wayne a large and enthusiastic public eagerly awaiting his second book which is now in preparation.

Other Items of Interest

George Crump, Sr., a mill operator at Du Pont's Marshall Laboratory in Philadelphia, has authored *From Bondage They Came*. A feature story about the book and the author, and about an autograph party at a Philadelphia book shop, was carried in *Better Living Magazine*. . . in a recent headline review, the *Cleveland Plain Dealer*, one of the nation's foremost newspapers, said of *Vantage's* recently published *Freedom To Work*: "Traces the awakening of civic consciousness to the problem of color discrimination." More than two full columns were devoted to a discussion of this vital work by Dr. Stanley Hugh Smith of Fisk University. . . The *Pittsburgh Sun-Telegraph* carried a picture of author Eve Barbour in a highly laudatory review of her book, *Positive Thinking Is Not Enough*.

\$500 Prize Winner Receives Check From Vantage President



Dr. Oscar Riddle, nationally known biologist, receives a \$500 check from Alan F. Pater, *Vantage* President, for his book, *The Unleashing of Evolutionary Thought*, which was recently chosen as "Best Book of the Year." In addition to receiving the *Vantage* prize, Dr. Riddle was also awarded the \$100 First Prize by the Thomas Paine Foundation.

Vantage Mid-Year Sales Campaign Opens With Distribution of 10,000 Catalogs



Vantage Book Display

An entire window of Hochschild Kohn & Co., prominent Baltimore department store, is devoted to *Our Third Cousin Cecily* by Lillian Tucker, still another indication of what *Vantage* sales contacts can accomplish.

West Coast Sales Trip Successfully Completed

On a trip that took him more than 1,500 miles, Mr. O. A. Robin, *Vantage's* West Coast sales representative working from the publisher's Hollywood offices, visited bookdealers from San Diego to San Francisco. "You can't beat the personal touch," Mr. Robin declared on his return, and the orders he brought back with him proved once again that *Vantage's* policy of depending on its own exclusive sales force pays large dividends. A *Vantage* salesman makes periodic calls on West Coast book outlets throughout the year.

Most Complete Listing of Books in Vantage History

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Part of Nation-wide Campaign

Preparation and dissemination of this catalog—one of the largest in the publishing field—is but a single aspect of an intensified sales campaign that has seen *Vantage* distribute more than 500,000 promotional pieces during the past twelve months. This activity coupled with direct visits to dealers and wholesalers by *Vantage* salesmen on the West Coast, on the East Coast and in the Mid-West has brought the sales of *Vantage* books to an all-time high.

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